

MUNalum

Rules & Tools Handbook

WELCOME

The history of Memorial University is one of impact and success, made possible by people who care deeply about this institution and the province it serves.

Thank you for being among those committed members of our community.

This handbook provides Memorial alumni leaders with resources and tools to help create regional and themed communities across the province, across the country and across the globe. Ideally these communities should be able and willing to engage Memorial alumni and friends socially, strategically and to support students. To facilitate this, the Alumni Engagement Office has initiated our **MUNalum program** so alumni leaders can come together as an organized group, and share best practices.

MUNalum host engagement activities and initiatives that encourage community, volunteerism and common connection by bringing Memorial alumni and friends together in meaningful and entertaining ways.

MUNalum can be organized by region, topic, by affinity (faculty, department, go abroad experience) or any other common connection. Becoming an active member of **MUNalum** offers an opportunity to give back to the Memorial University community and the province of Newfoundland & Labrador, to expand your personal and professional network and to broaden your experiences by doing different types of work.

MUNalum are designed to be mutually beneficial to members, alumni, students and the university itself. They act to mobilize alumni and foster a more active, tight-knit community, expanding the university's reputation and reach.

They allow alumni and students to connect with one another and develop important contacts. They foster volunteerism for Memorial University activities and they contribute to the growth and prestige of the university.

This handbook was developed to make the process of alumni self-organizing easier. With the help of active committee members, dedicated volunteers, staff in the Alumni Engagement Office and this handbook, your MUNalum community will have all the tools necessary to be a success, however you choose to define this. This publication offers recommendations on everything from setting up committees, governance structures, best practices from existing MUNalum, event planning, suggestions for engaging with students and faculty members, and some practical examples and best practices.

If you're interested in establishing a MUNalum community please fill out the application form ([link](#)) or contact the Alumni Engagement Office at **709-864-4354, 1-877-700-4081** (toll free) or email munalum@mun.ca. After we receive your initial application/expression of interest a representative from our office will be in touch with you within a week to discuss next steps (and to thank you for reaching out!). We are here to support you and can provide additional information and answer any questions you may have.

Thank you for your commitment to Memorial University and to the province of Newfoundland and Labrador. By giving back to your community you are directly helping all levels of society and we truly appreciate your time and effort!

- Are you interested in getting together with other Memorial University alumni in your area?
- Would you like to work with Memorial University to inform issues and opportunities in your region to your mutual benefit?
- Are you willing to assist Memorial's students as a mentor, co-op employer or internship placement?
- Are you excited about the possibilities of leadership in your region or in certain areas of expertise?
- Are you interested in continuing education and networking?
- Do you identify with the Memorial University community of students, faculty, friends, alumni and staff and recognize that the future of Memorial is inextricably linked to the future of Newfoundland and Labrador?

ABOUT MEMORIAL UNIVERSITY

Memorial University is the only university in the province of Newfoundland and Labrador. It was established as a memorial to those who lost their lives on active service during the First and Second World Wars and subsequent conflicts. The university is made up of five campuses across the province of Newfoundland and Labrador and abroad.

Memorial University is an inclusive community dedicated to innovation and excellence in teaching and learning, research, scholarship, creative activity, service and public engagement.

Memorial welcomes and supports students and scholars from all over the world and contributes knowledge and expertise locally, nationally and internationally.

The Alumni Engagement Office at Memorial University exists to:

- Mobilize Memorial to engage with our 100,000+ alumni;
- Empower our alumni to engage with Memorial;
- Facilitate connections among alumni; and
- Inspire students to become engaged alumni

For more information on Alumni Engagement and Public Engagement at Memorial University:

Alumni Engagement Strategy

www.mun.ca/psereview/accountability/Alumni_Engagement_Strategy_FINAL.pdf

Public Engagement Framework

www.mun.ca/publicengagement/memorial/framework/

WHERE TO START

Thank you for your interest in building a MUNalum from the ground up.

At Memorial University's Alumni Engagement Office, we strive to make this experience as rewarding as possible. Our experience tells us that the key to establishing a successful MUNalum is having a committed team, clear timelines and a focused strategy.

And of course having engaged members is key!

Join an existing group

Currently there are **MUNalum** in the regions listed below. If you live in these areas, the Alumni Engagement Office can connect you with a local representative to explore potential engagement activities. These can include opportunities for professional development, networking, family activities, entertainment, education and more.

London, UK

Toronto, CA

Houston, USA

Calgary, CA

Halifax, CA

Ottawa, CA

As a Memorial alumnus there are also opportunities to become involved that include mentorship programs, intern and co-op placements to help assist Memorial students in your area.

Starting from scratch

Establishing an effective **MUNalum** group and associated programming takes time and dedication. Your group should be prepared to:

- Organize committees and volunteers which include alumni and friends of Memorial
- Develop a strategic direction for your group based on your mutual connection to Memorial
- Work with our Alumni Engagement Office when planning events (we can help with cost-recovery and communications)
- Involve stakeholders including students and faculty when and where appropriate
- Recruit new members and friends
- Obtain appropriate permissions and licenses where needed for events and activities
- Be creative, strategic and realistic about what engagement opportunities you wish to take on

Contact Alumni Engagement (AE)

Step one is to call the Alumni Engagement Office or by filling out an application form (link).

You can contact AE by calling 709-864-4354, 1-877-700-4081 (Toll Free) or by emailing munalum@mun.ca. You can also visit our alumni website at www.mun.ca/alumni/.

Connecting with AE is crucial to starting a MUNalum group, no matter how big or small. Once this form is submitted, an Alumni Engagement staff member will contact you within a week and take you through an orientation process.

How we can help

- Provision of targeted alumni list from our database
- Access to senior leaders both at Memorial and in the wider community
- Email marketing through AE's email system
- Online registration and payment processing through AE's online event system
- Access to the Memorial University Alumni website
- Assistance with marketing and communications
- Assistance with planning and implementation (e.g. budgets, venues, food, etc.)
- Guidance and involvement with committees
- Troubleshooting
- Access to experienced event and engagement staff with a wealth of knowledge and experience

Questions to consider

Memorial Alumni Engagement staff will help you work through the following questions:

- Where should you start?
- Who will be on your committee?
- What are your group's objectives?
- Who is it for?
- What kind of engagement activities will take place?
- How will it be realized?
- Are the necessary resources (staff and volunteers) available to plan and manage activities?

Recommendations for MUNalum

Whatever role you assume, we ask that you carry out your tasks with the dedication and integrity benefiting Memorial University's longstanding reputation for excellence.

To be formally recognized and maintain good standing, we recommend that you:

- Have a community of alumni (large or small) living in the region with likeminded objectives and interests
- Identify a head committee member/chair listed as a main representative
- Complete an **information sharing agreement**. Once this is signed, a list of your targeted alumni and their contact information may be shared for use with your committee
- Promote the interests of the university and its alumni by maintaining a mutually beneficial relationship
- Include as members any alumni or friends of the university, ensuring diversity, equity and inclusion for all
- Hold all events and activities in venues that are accessible to all (if possible) and ensure the full participation of all guests during meetings and other initiatives
- Ensure that all volunteers adhere to Memorial University policies (**see appendix for details**)
- Organize at least one engagement opportunity annually—this could include (but not limited to) a welcome event for new alumni or students working in your region, a speaking opportunity for faculty who are doing research in your region, career/networking opportunities, a social/cultural initiative, etc.
- Report back to AE by the end of February of each year with an annual summary of your activities and a request to continue into the next fiscal year
- Create a succession plan
- Ensure that all activities are run on a cost-recovery basis (Alumni Engagement will oversee/help with this!)
- Support **Memorial University-led initiatives** in your region

Creating a strong team

A good balance of committee members and other volunteers who can help with the overall operations of **MUNalum**, the planning of engagement opportunities and who can reach out to others within the community is key to your success. Your group should generate enthusiasm and excitement about Memorial as well as creating entertaining and informative engagement activities.

Members should primarily be Memorial University alumni but can also include faculty/staff (current and retired) and other members of your community who have an affinity for the university (for example, parents of students or alumni). If you are in a community outside Newfoundland and Labrador, those who have an affinity to the province itself might be potential members.

REMEMBER that Alumni Engagement staff are happy to assist you in locating potential members in your region—just reach out!

Volunteer committee members are often asked to:

- Participate in the planning process in person or via conference calls
- Chair or participate on a committee
- Review contact lists for accuracy and assist in updating contact information where possible
- Call, email, write and/or visit alumni to encourage participation (key to your success)
- Support and encourage contributions
- Attend planned engagement opportunities

Governance

Once Memorial's Alumni Engagement Office approves the formation of your **MUNalum** group, you will need other volunteers to help. Committees that are active and well organized will be positioned for success. Depending of course on the size of your membership, you should aim to have a team comprised of the following:

Leader

- Spearheads activities and directs programming
- Acts as the primary liaison with the Memorial Alumni Engagement Office
- Schedules meetings as needed to develop calendar of events and activities for the current year
- Supervises the coordination of the planned calendar of events and activities
- Plans for an informed and enthusiastic successor to assure the continuation of an effective program
- Manages members of the volunteer board and delegates roles and responsibilities as necessary
- Ensures that all members are made aware of Memorial University's policies

Deputy

- Acts as a support to the leader, assisting when requested and taking part in decisions affecting activities
- Record and circulates minutes for each meeting of the committee

Team members

- Attends meetings
- Represents MUNalum and university-led functions where feasible
- Assists with the creation and development of programs
- Assists in the recruitment of new regional board members
- Assists committee and staff on budget matters
- Provides Alumni Engagement Office with a list of attendees immediately upon the completion of each event

Suggested committee roles

Finance/sponsorship committee (two-member minimum)

- Maintains records of any funds received or spent
- Forwards relevant receipts to Alumni Engagement
- Works with Alumni Engagement on cost-recovery budgeting

Outreach committee (two-member minimum)

- Identifies and reaches out to pockets and networks of people in the area
- Works with Alumni Engagement on all strategic communication plans, including the marketing of engagement activities

Read a case study of
MUNalum London [here](#).

Finances and banking

Memorial University does not support **MUNalum** running individual bank accounts. With an eye on cost-recovery, staff from Alumni Engagement will help manage the finances of your organization as they relate to your activities.

Memorial will:

- Collect all registration fees
- Pay deposits
- Pay invoices
- Support the committee and create balanced budgets
- Once your project is approved, Memorial will take all financial risk

Please note: In accordance with Memorial University policies, MUNalum are unable to carry cash balances from one year to the next. As of March 31 of each year, any accounts with a positive balance will go to support activities for all alumni of Memorial.

Planning your activities at a glance

Activities and engagement opportunities are a great way to get together with fellow alumni in your area. Here are some ideas of engagement activities to help you get things started:

- Networking opportunities
- Student & alumni events and activities
- Speaker series, personal/professional development opportunities
- Cultural initiatives
- Regional mentorship programs
- Sporting events and activities
- Group outings
- Support for students through co-ops, project support, academic support, regional welcomes, webinars and send offs for incoming students

For further information on the engagement activities that Memorial organizes, please ensure your alumni profile is updated—this will ensure you receive regular emails about events and are a subscriber to Luminous Express (our online alumni magazine).

For an understanding of the range of public engagement activities happening at Memorial and for an idea of the expertise and projects you might want to draw upon, please subscribe to the **Gazette**, to the **Harris Centre's Regional newsletter** and please sign up for **www.yaffle.ca**.

And also, please consider joining **Global NL** to connect professionally on both cyber and real world platforms with others who have a connection to Newfoundland.

Steps to take

Planning is the key to any successful and memorable engagement opportunity. Whether you are planning a simple engagement activity or a formal event or project you will want to start planning ideally eight to 12 months out. This timeframe may be shorter if you have planned a similar activity or event in the past. A representative from the Alumni Engagement Office will be assigned to support you along the way.

Steps to take in planning your activity include:

1. **Contact Alumni Engagement**—advise the Alumni Engagement Office that you are interested in organizing a MUNalum activity or event and request assistance. Please find the intake form [here](#).
2. **Identify target audiences and estimate participation**—be sure to take into consideration whether you would like your activity to include group members only or if it will be open to friends and family. The latter is suggested as this reinforces Memorial University's message that all (young and old, alumni and friends) are welcome.
3. **Pick a date and time for your meetings and activities**—select a date that is likely to be convenient for the largest number of people. Consider other events happening at the same time, including various religious or cultural holidays. Based on your event, weigh the benefits of meeting in person or virtually.
4. **Consider tying an initiative to a world event or a global day of celebration** (i.e., International Women's Day, Pride, etc.).
5. **Decide on a type of activity**—this will depend on the number of attendees, the length of the activity or event, facilities available, your budget and how much effort you wish to dedicate to planning. Reach out to your contact at Alumni Engagement to talk through the options.

Points to consider when planning include:

- Are you planning a MUNalum-specific event or will you be working with Alumni Engagement on a Memorial program?
- Is this a stand-alone event or a series of multiple activities?
- Is the event to be formal or informal?
- Will a sponsor be approached?
- If required, what venue will be used (keeping price and accessibility top of mind)?
- If required, what menu/catering will be offered (keeping price and food restrictions in mind). Please note the use of local suppliers is encouraged whenever at all possible.
- If required, what will your audio/visual requirements be (ensuring those with visible and invisible disabilities are able to participate)?
- Ensure those delivering remarks or keynotes or special guests be contacted well ahead of time.
- Do you require prizes, university merchandise, or special décor?
- What platforms will you use for online meetings and who will manage this element of your event?
- How will you handle the cost recovery requirement?
- **Identify special needs**—Some of your participants may require special considerations at an event (transportation, parking, dietary needs, etc.). Consider these needs in your planning process. If you determine this is a family event, appropriate child supervision should be considered.
- **Budget**—Determine the costs for everything you would like to accomplish with cost recovery top of mind. All budgeting will be done in coordination with the Alumni Engagement Office.

Please note that all events and activities are typically designed to work on a cost recovery basis.

- **Inform your community**—Any event communication plan should include different types of contacts with potential participants. The Alumni Engagement Office may be able to assist your planning committee with a communication plan (if required) and can help promote the event in the alumni magazine, website, social media outlets, newsletter and email. With appropriate notice, the Alumni Engagement Office will be happy to supply collateral digital promotional material for events.
- **Register your attendees**—The Alumni Engagement Office require all attendees to RSVP/ purchase tickets in advance to ensure adequate supply of food and beverages and to ensure venues do not exceed capacity. We never want to turn anyone away at the door! It is also important to have all names and contact information for attendees in case of a change in date/time/venue. Our office has an online event management system and we will work with your committee members to handle these important logistics. When there is a charge for an event or activity this system will be utilized. If there is no charge for your event, please ensure attendees sign in and include updated contact information. Following the event, this list of attendees and their contact details should be sent to your Alumni Engagement officer. And don't forget to send out reminders to all registered attendees two weeks prior to the event or activity!
- **Develop a follow-up plan**—Following any event, it is important to thank alumni and to encourage them to stay in touch. Your registration list will allow you to send all participants a follow up email which should include information on your **MUNalum** and Memorial University's Alumni Engagement activities. In addition, your committee might wish to take the opportunity to evaluate the overall event with the use of a simple [questionnaire](#).

Please see a complete guide to planning your event (including check lists) [here](#).

If there's anything additional you require, we are always here to support you.

Good luck and have fun!

APPENDICES

Important Links: There are a number of policies and procedures to keep in mind when planning events and activities as representatives of the University and as a MUNalum committee member.

A full list of Memorial University policies can be found here:

MUN Policy List

www.mun.ca/policy/browse/policies/

Particular attention should be paid to the following:

Alcohol Policy

www.mun.ca/policy/browse/policies/view.php?policy=333

Hosting Policy

www.mun.ca/policy/browse/policies/view.php?policy=251

Information Request Policy

www.mun.ca/policy/browse/policies/view.php?policy=227

Purchasing Policy

www.mun.ca/policy/browse/policies/view.php?policy=260

Respectful Workplace Policy

www.mun.ca/policy/browse/policies/view.php?policy=336

Sexual Harassment and Sexual Assault Policy

www.mun.ca/policy/browse/policies/view.php?policy=321

Travel Policy

www.mun.ca/policy/browse/policies/view.php?policy=317

Additional resources:

Global NL Network

www.globalnl.com