



ALUMNI RELATIONS POLICY

Process Area	Marketing, Communications and Student Recruitment
Reference Number	STS/022
Directorate	Client Services

Issue No	Date	Details	Author	Approved
001	August 2018	First Issue.	RS	Governing Body
002	Nov 2021	Minor amendments.	RS	Governing Body

If requested, the College will make the policy available in alternative formats to accommodate visual impairments. The policy can also be downloaded from the College website and made available in alternative languages upon request.

1. POLICY STATEMENT

Southern Regional College is extremely proud of its alumni and the development of Alumni Relations is aimed at supporting SRC’s vision and mission and strengthening ties between our alumni, the local community and the College. We aim to establish and promote lasting and supportive relationships among current and former students, staff and the wider community through the common bond of a shared experience within SRC.

The role of Alumni Relations at SRC is to:

- Provide a framework to develop and maintain communications with students once they have left the College.
- Foster relationships between current and former students to strengthen their sense of identity as members of Southern Regional College.
- Enable the College to identify and utilise the skills, expertise and experience of former students to support, assist and advise in appropriate circumstances.
- Leverage a powerful alumni voice on behalf of SRC.
- Develop an academic tracking system to analyse career paths of former students, also providing a mechanism for celebrating their success within the wider community; and
- Provide opportunities for curriculum, which is suitable for alumni, encouraging them to upskill, reskill or refresh.

2. SCOPE

This policy applies to all full-time and part-time students who have achieved a qualification at Southern Regional College

3. DEFINITIONS

Alumni	Any student who has achieved a full-time or part-time qualification at Southern Regional College.
Alumni Relations	Alumni Relations are the point of contact for SRC Alumni. Alumni Relations build a variety of benefits and services that help alumni maintain connections to SRC and fellow alumni.
Alumni Association	An Alumni Association is an association of graduates or, more broadly, of former students (alumni).

4. PROCEDURE FOR IMPLEMENTATION

4.1 Structure

Alumni Relations will be led by the Marketing, Communications & Student Recruitment function under the direction of the Assistant Director for Student Services & Marketing. It will consist of representation from support and academic functions within the College and will meet quarterly. Alumni Relations will be responsible for articulating the College's vision and mission through the creation of an Alumni Association and will plan, implement and promote alumni programmes that support and promote the work of the College.

4.2 Alumni Action Plan

The Alumni Relations team will develop an action plan which will set out the goals, strategies for implementation and success metrics for the Alumni Association. This Action Plan will segment the Association based on membership and progress 'alumni benefits' which may include:

- Access to the SRC Careers Service (assistance with CV development, completing application forms, preparing for job interviews and psychometric tests)
- Access to journals and online resources (through the LRC)
- Special offers for use in SRC facilities (beauty & hair treatments, room hire, restaurants)
- Lifelong Learning (through online and offline programmes)
- Access to SRC sports facilities
- Regular updates via online mailings
- Invitations to College organised events
- Dedicated alumni section on the SRC website

The Alumni Action Plan will also identify team and individual responsibilities, scope, timelines for implementation and likely resource implications.

4.3 Forming Interest Groups

To facilitate ongoing growth of the SRC Alumni Association, the member benefits as established within the Strategic Action Plan will be communicated with an agreed group of alumni and an 'opt-in' process should be adopted to ensure the College are GDPR compliant. There will be an impact in relation to the storing of alumni data which will be integrated within the new Learner Management System.

In forming interest groups, SRC aims to establish and build relationships with a wide range of alumni, locally, regionally, nationally and internationally; maintain regular communication with alumni via direct contact, email blasts, alumni web

pages, and print publications. SRC plan to make active use of their alumni to mentor current students or to provide work experience opportunities.

4.4 Alumni Data

The Alumni Relations team will ensure that accurate and complete alumni database records are kept which capture contact, biographical and career information of alumni via surveys, projects, correspondence, website, postal returns, etc.

5. DISTRIBUTION

VLE
SharePoint

6. RELATED DOCUMENTS

SRC Careers Policy
SRC Communications Policy
Sector Data Protection (UK GDPR) Policy
SRC Network Acceptable Use Policy
SRC Learning Resource Centre & Libraries Loans Policy

7. REVIEW

The effectiveness of this policy will be monitored annually and reviewed every three years.