

ALUMNI COUNCIL



The University of Adelaide through its Alumni Council commits to supporting a dynamic and relevant alumni program, for the mutual benefit of alumni and the University. Working with University Engagement and alumni leaders, it will: increase awareness about what it means to be an alumnus and build a sense of pride; establish and grow programs relevant to the age and stage of alumni in which there is mutual benefit for the University and alumni; foster relevant connections through alumni communities; empower our alumni as advocates and supporters; and provide relevant, personalised, clear and accessible communications that informs and enables information exchange.

1. Increase awareness about what it means to be an alumnus, and build a sense of pride
 - a. Establish what it means to be an alumnus
 - b. Build an awareness and a sense of pride
 - c. Better understand, and increase engagement with alumni
2. Establish and grow programs relevant to the age and stage of alumni, in which there is mutual benefit for both the University and alumni (focus on the individual)
 - a. Establish and grow the value proposition
 - b. Provide benefits and opportunities, both personal and professional, that are complementary to alumni of different ages and stages
3. Foster relevant connections through alumni communities (focus on groups)
 - a. Connect to communities by location – interstate, international and regional
 - b. Connect to communities through academic and professional interest – discipline, school, faculty and industry
 - c. Connect to communities through non-academic interest – sports, clubs and associations, and class reunions
4. Empower our alumni as advocates and supporters
 - a. Identify alumni who can support and promote the University through advocacy.
 - b. Harness our alumni (time, talent and treasure) as supporters of the University.
5. Provide relevant, personalised, clear and accessible communications that informs and enables information exchange, noting that good communication underpins all strategies above.
 - a. Communicate effectively and relevantly to all alumni
 - b. Inform, involve and inspire alumni through relevant and personalised communications
 - c. Establish clear and accessible communication channels for alumni to both receive information from and provide feedback to the University.