



**UNIVERSITY OF
NORTHERN BRITISH COLUMBIA
ALUMNI ASSOCIATION**

UNBC's Guide for Alumni Ambassadors and Alumni Chapters

*This document is an adaptation of *Keeping Connected: A Guide for SFU Alumni Representatives and Alumni Groups*. Thank you to the Alumni Relations Department at Simon Fraser University for their assistance with this document.*

INTRODUCTION

UNBC is a university unlike any other. From the wide-open and spectacular landscape of the North to the personal experience on our campuses, UNBC is one of Canada's best small Universities.

The mission of the Alumni Association is to create a strong and engaged alumni community, who maintain a lifelong bond with UNBC and the North, long after they leave the halls of our campuses. We are the ambassadors of UNBC and celebrate its accomplishments, as well as those of our members. No matter where you live, we are committed to providing opportunities for you to stay connected to UNBC, and to other graduates. We accomplish this by hosting annual events, by distributing our Alumni and Friends newsletter *UPDATE*, by providing career advancement and educational programming, and by supporting alumni ambassador and chapter activities.

UNBC graduates in Canada and around the world help keep the UNBC spirit strong through participation as Alumni Ambassadors and in Alumni Chapters. We value these dedicated volunteers who organize social events, professional development opportunities, and other activities for alumni. They assist with student recruitment efforts, they serve as ambassadors for UNBC in their respective communities, and they help strengthen the communication and connection between the university, local communities and our alumni.

Please read this guide to find out how you can get involved. We appreciate your interest and look forward to working with you to develop stronger alumni connections in your area.

THE BENEFITS OF ENGAGING WITH UNBC AND WITH EACH OTHER

- ongoing contact with UNBC, the North and the alumni community
- social and intellectual enrichment
- expanded networks for professional growth and development
- meeting others who share a common interests
- connections with UNBC students, staff, faculty and leaders
- continued involvement in the welfare and future of UNBC

OPPORTUNITIES TO GET INVOLVED

UNBC Regional Visits

UNBC holds regularly scheduled events in regions where there are significant numbers of alumni. Such events are often attended by the President of UNBC and/or other senior administrators, faculty, staff and community leaders. Alumni in the area will receive an invitation directly from the university. In most cases, UNBC staff will handle all replies and logistics for these events.

Alumni Ambassadors and/or Chapters may be asked to assist with these events.

Alumni Ambassadors

Alumni Ambassadors are individuals who want to share their university experience in a positive and meaningful way. They are volunteers who serve as local contacts and ambassadors for UNBC, in specific geographic regions or on behalf of specific programs or special interest chapters.

Alumni Ambassadors are key to UNBC's commitment to stay connected with graduates at home and around the world. Ambassadors may be asked to welcome new alumni to their area, to assist with UNBC-initiated events (such as a President's reception), or with student recruitment efforts. They may also organize gatherings for alumni they represent.

Alumni Chapters

Organized by Alumni Ambassadors and other volunteers, Alumni Chapters provide an opportunity for alumni to connect with each other more frequently than once a year.

Alumni Ambassadors and other volunteers, working together informally rather than as an elected executive committee, promote ongoing interaction between graduates. Based on location and/or similar interests, alumni chapters may organize social events, professional development opportunities, or other engaging activities. Members of Alumni Chapters must be UNBC graduates.

ROLES AND RESPONSIBILITIES OF UNBC ALUMNI AMBASSADORS

Individuals are encouraged to submit an Ambassador Application Form at any time. All Alumni Ambassadors will be contacted every two years to confirm their continued commitment. The current term will end March 31, 2011. During this time, individuals may be asked to:

1. Serve as a resource for UNBC, and for alumni, exchange and co-op students who may be new to the area or require general advice.
2. Assist with events initiated by UNBC including providing suggestions for venues, formats and speakers, acting as the local contact for replies, and providing on-site assistance (such as volunteering at the reception desk).
3. Participate in UNBC's regional activities, if required.
4. Act as representatives of UNBC; as such, personal conduct and alumni-organized events must be appropriate to the reputation of the University.
5. Encourage alumni to submit their current contact information to the Alumni Relations Office via the website or by email.
6. Review local media for mentions of UNBC and notable alumni, and keep the Alumni Relations Office informed of this coverage.
7. Liaison with the Alumni Association Board of Directors and the Alumni Relations Office.
8. Provide annual updates on any activities they may have participated in.
9. Agree to have their name and email address posted on the UNBC Alumni website and in various UNBC publications as a resource for other alumni. Ambassadors are asked to keep the Alumni Relations Office informed of any changes to their contact information.

Important Notes:

1. The Alumni Relations Officer will handle all communication on behalf of Ambassadors such as e-mailing invitations or announcements. Some communications may need to be approved by the Alumni Relations Officer or The Alumni Board prior to distribution.
2. The Alumni Relations Officer, in consultation with the Alumni Board of Directors, must approve any use of the names "Alumni Association of UNBC" or "UNBC Alumni Association" in relation to activities or events organized by Alumni Ambassadors.
3. UNBC Alumni Ambassadors should use the standard - no text version of the UNBC Alumni Logo. Any use of this logo must be approved in advance, by the Alumni Relations Office and should bring benefits to both the University and the Alumni Association. Logo usage must adhere to the guidelines of the UNBC Graphic Standards Manual. The guidelines can be viewed at:
<http://www.unbc.ca/communications/identity/standards.html>

PROCESS FOR BECOMING A UNBC ALUMNI AMBASSADOR

Qualifications:

An Alumni Ambassador must:

- be a graduate of UNBC and member in good standing of the Alumni Association
- have adequate time to fulfill the roles and responsibilities
- have excellent organizational abilities
- have strong communication and interpersonal skills

Application:

Step 1

Please check the UNBC Alumni Ambassador list online at http://www.unbc.ca/alumni/alumni_ambassadors_groups.html to see if there is an existing Alumni Ambassador in your area. If there is, you may want to contact this individual and see if there are opportunities to get involved in your area. If possible, you should also try to attend a UNBC Alumni event.

Step 2

Contact the Alumni Relations Office at alumni.unbc.ca to discuss becoming a UNBC Alumni Ambassador.

Step 3

Complete the online Alumni Ambassador Application Form available at <http://www.unbc.ca/alumni/ambassadors.html>

Selection:

The UNBC Alumni Board of Directors will review all Ambassador applications. Successful applicants will be selected based on the above qualifications, the completed application information, and the number of existing Ambassadors and/or alumni representing a geographic location or interest chapter. Applicants in areas already well represented will be encouraged to get involved with active alumni in that area.

ROLES AND RESPONSIBILITIES OF UNBC ALUMNI CHAPTERS

Groups are encouraged to submit a Chapter Application Form at any time. All Alumni Chapters will be reviewed every two years and asked to re-confirm their commitment. The current term will end March 31, 2011. During this time, Alumni Chapters may be asked to:

1. Serve as a resource for UNBC, and for alumni, exchange and co-op students who may be new to the area or require general advice.
2. Assist with events initiated by UNBC including providing suggestions for venues, formats and speakers, acting as the local contact for replies, and providing on-site assistance (such as volunteers).
3. Participate in UNBC's regional activities, if required.
4. Act as representatives of UNBC; as such, personal conduct and alumni-organized events must be appropriate to the reputation of the University.
5. Encourage alumni to submit their current contact information to the Alumni Relations Office via the website or by email.
6. Review local media for mentions of UNBC and notable alumni, and keep the Alumni Relations Office informed of this coverage.
7. Provide a year-end report to the Alumni Relations Office, including a list of alumni involved in the area and an account of the year's activities (e.g. events, attendance numbers and photographs).
8. Organize at least one informal gathering a year, in consultation with the Alumni Relations Office, particularly in regions where there is no UNBC visit scheduled.
9. Have at least one Alumni Ambassador in the chapter that will liaise with the UNBC Alumni Association Board of Directors and the Alumni Relations Office.

Important Notes:

1. The Alumni Relations Officer will handle all communication on behalf of Chapters such as e-mailing invitations or announcements. Some communications may need to be approved by the Alumni Relations Officer or The Alumni Board prior to distribution.
2. The Alumni Relations Officer, in consultation with the Alumni Board of Directors, must approve any use of the names "Alumni Association of UNBC" or "UNBC Alumni Association" in relation to activities or events organized by Alumni Chapters.
3. UNBC Alumni Chapters should use the standard - no text version of the UNBC Alumni Logo. Any use of this logo must be approved in advance, by the Alumni Relations Office and should bring benefits to both the University and the Alumni Association. Logo usage must adhere to the guidelines of the UNBC Graphic Standards Manual. The guidelines can be viewed at:
<http://www.unbc.ca/communications/identity/standards.html>

PROCESS FOR ESTABLISHING A UNBC ALUMNI CHAPTER

Qualifications:

An Alumni Chapter must:

- represent a specific geographic region or academic program/ interest
- have at least one approved UNBC Alumni Ambassador to liaise with Alumni Association Board of Directors and the Alumni Relations Office
- have an adequate number of interested alumni to fulfill chapter responsibilities

Application:

Step 1

Check the UNBC Alumni Chapter list online at http://www.unbc.ca/alumni/alumni_ambassadors_groups.html to see if there is an existing Alumni Chapter in your area. If there is, you may want to contact their Ambassador and see if there are opportunities to get involved with the chapter.

Step 2

Contact the Alumni Relations Office at alumni@unbc.ca to discuss your ideas. The Office will provide you with information about the number of alumni who reside in your region or who have degrees in your program area.

Step 3

Invite fellow graduates to an informal gathering. Once you have decided on a date, time and location, the Alumni Relations Office will send an email invitation to fellow alumni. At this meeting you need to decide who will apply to be an Alumni Ambassador and build a group of volunteers who will take responsibility to plan more activities in the future. Alumni Chapters are encouraged to organize events that are inclusive, informal and financially sustainable.

Step 5

Have your chapter representative complete the online Alumni Ambassador Application Form available at <http://www.unbc.ca/alumni/ambassadors.html> AND the UNBC Alumni Chapter Application Form available at <http://www.unbc.ca/alumni/groups.html>

Selection:

The UNBC Alumni Association Board of Directors will review all Chapter applications. Successful chapters will be established based on the above qualifications, the completed application information, the number of alumni in the requested region, program, or area of interest, and whether or not there are similar UNBC Alumni Chapters already in existence.

SUPPORT THROUGH THE ALUMNI RELATIONS OFFICE

Where feasible, the Alumni Relations Office will:

- keep Ambassadors and Chapters update on current events at UNBC through regular email communication
- provide all new Ambassadors or Chapters with the number of UNBC Alumni in their region and upon request can provide further breakdown based on program or year of graduation.
- maintain a contact list of current Alumni Ambassadors and Chapters on the website
- provide advice on program and event organization
- manage email lists and send email invitations on behalf of Ambassadors or Chapters
- promote events on the Alumni website, by email, and in *UPDATE*
- assist in reserving selected facilities at all UNBC campuses
- loan alumni banners for events
- provide alumni benefits and services brochures
- arrange for a member of the Alumni Relations Office staff and/or the Alumni Association Board of Directors to speak briefly at alumni events

STRUCTURE & GOVERNANCE OF UNBC ALUMNI CHAPTERS

All graduates of UNBC are members of the UNBC Alumni Association, and the Alumni Association is the “parent” organization of all UNBC Alumni Chapters. Alumni Chapters are expected to uphold the reputation of the University, be financially self-supporting, and events and activities should be on a cost-recovery basis. Limited financial support may available through the Alumni Association. Please contact the Alumni Relations Office for all such requests.

Important Note:

1. The daily operation and general structure of individual Alumni Chapters is up to the alumni who organize those chapters, so long as all requirements of this document are adhered to. However, the Alumni Association strongly cautions that while the Alumni Association of UNBC is a legal entity, UNBC Alumni Chapters are not. The constitution of the Alumni Association governs all operations of the Association and its respective Alumni Chapters. Therefore elections and boards for Alumni Chapters are not enforceable by law, and are only permitted on an informal basis, for the purposes of managing the meetings of the chapter members.

CONTACTS

UNBC Alumni Association

University of Northern British Columbia
3333 University Way
Prince George, BC
V2N 4Z9

Telephone: 250-960-5873
Toll Free: 1-866-937-8622 (in Canada & the US)
Fax: 250-960-5799
Email: alumni@unbc.ca
Website: www.unbc.ca/alumni

For a complete list of Alumni Association Executive and Directors, please see:
www.unbc.ca/executive

UNBC staff contact for Alumni Ambassadors and Chapters:

Stacey Pickering

Alumni Relations Officer

University of Northern British Columbia
External Relations Office
ADM 1067 - 3333 University Way
Prince George, BC V2N 4Z9

Telephone: 250-960-5873
Toll Free: 1-866-937-8622 (in Canada & the US)
Fax: 250-960-5799
Email: staceyp@unbc.ca