

A NEW CHAPTER

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Former students and staff have the chance to set up formal groups, or Chapters, that aim to strengthen links between alumni, create opportunities for effective professional networking and enable alumni to stay in touch with the University. An alumni chapter can be organised around a geographical area, a subject, a graduation year, a hall of residence, a profession or industry sector or a particular interest area – it's up to you.

Setting up an Alumni Chapter is a great way to build up your network of contacts and strengthen your links with LSBU.

Successful Chapters depend on the effort and commitment of alumni volunteers. If you are thinking about setting up a Chapter, this guide offers you some valuable tips and suggestions to get you started. The Alumni Office is also on hand to answer any of your questions, please contact the Alumni Office at alumni@lsbu.ac.uk or visit the Alumni website at alumni.lsbu.ac.uk.

STAY CONNECTED

Alumni Chapters enable volunteer alumni to work together to develop local alumni activities and events in order to strengthen the LSBU alumni network. The main aim of a Chapter is to develop personal and professional networking among alumni and to promote and represent LSBU. Chapters also provide a channel for alumni to provide feedback to the Alumni Office.

Each Chapter will reflect the interests relevant to its location and membership. Here are some examples of overall goals the Chapter may wish to embrace.

- Provide local alumni with enjoyable social occasions, professional networking and intellectual stimulation
- Keeping in contact with friends from the University
- Promote lasting ties between the alumni and LSBU
- Create opportunities for volunteer activity to benefit both the individual and LSBU
- Enhance and promote the awareness of LSBU in the local community
- Provide support to current LSBU students in the area
- Raising funds for a scholarship, nominated by the Chapter's members.

WHAT DO CHAPTERS DO?

Alumni Chapters are involved in a variety of activities, which play a crucial role in extending and strengthening our alumni community. They are invaluable in helping to build professional and social networks. Each Chapter should organise at least one or two activities per year.

Events

Part of the function of an Alumni Chapter is to organise social, academic and professional networking events. LSBU staff who travel to the Chapter's region are often able to participate in the Chapter's activities. (For more information, please go to page 11)

Ambassadors

The Chapters will act as Ambassadors for LSBU. Chapters may be asked to help with student recruitment activities or to provide advice to prospective students interested in studying at LSBU. Chapters can offer a valuable resource to other alumni. For example, those wanting to relocate to the Chapter's geographical base, may seek informal advice.

Careers

Chapters may offer informal careers advice. Chapters can also help LSBU by providing the Alumni Office with profiles of alumni for career testimonials. Chapter members could act as advocates within their organisations for LSBU when job vacancies arise. The Careers Service could use alumni connections to liaise with employers interesting in promoting their jobs to LSBU graduates.

Development

The Development Office may contact Chapters with information about local development initiatives. Alternatively, the Chapter may wish to organise a local fundraiser for a scholarship nominated by the Chapter.

Liaising with the Alumni Office

The Chapter should keep the Alumni Office informed about its latest developments and activities. It is also beneficial to send news, articles and alumni profiles to the Alumni Office, to share in Connected magazine or the regular alumni e-newsletters, to help promote your Chapter. It is also important to forward updated addresses and business contacts of the Chapter's members to the Alumni Relations team in London.

Networking

The Chapter will help maintain and strengthen communication and co-operation between alumni, the Alumni Office and the University. Each Chapter can keep its members informed of University developments and relay news of the University to its members.

HOW ARE CHAPTERS ORGANISED

An elected Committee manages the operation of the Chapter. The elected Committee is responsible for establishing and monitoring annual budgets and activity plans, and reporting to the Alumni Office. Members of the Committee carry out designated roles as the local Committee needs designate. (Please see page 5)

The number of seats on the Committee will depend on the number of alumni in the local area and usually constitutes a minimum of 4 members and a maximum of 10 members. It is important there are enough members to share the work and responsibility for planning and executing Chapter activities.

Committee members should come from a range of backgrounds and be representative of the Alumni Chapter. For example, a Chapter based on a geographical location will need its members to represent different graduating classes, discipline areas, age, gender, profession etc.

Committee elections

- First elections should be held within 12 months of the formation of the Chapter
- Nominations should be called for each Committee positions
- A minimum of four Committee office bearers are required, including President, Vice President, Secretary and Treasurer;
- All Chapter members will be invited to participate in the voting on each Committee position. At the Chapter's request the Alumni Office can advertise vacancies, promote the election and encourage other relevant alumni to attend
- The nominee with the highest number of votes for each position will be appointed for a period of 2 years
- Where only one nomination for a position is received the nominee is automatically appointed to the position for a period of 2 years and recorded
- The results should be announced, and the hand-over of the Committee made, as soon as the results of the election are declared
- Committee election results will be communicated to the Alumni Office within four weeks of the election
- When a Committee office bearer resigns from their position during their two year term, a fresh election for that position should be held.
- Committee members serve a two year minimum term. Upon finishing the term they will stand down, but will be eligible for re-election. It is preferable to have a mixture of new and continuously serving members in order to help with continuity and leadership development within the Committee.

HOW ARE CHAPTERS MANAGED

Chapters are managed by the Alumni Chapter Executive Committee, which is formed of volunteers who are voted into office by the Chapter's members. These Committees typically have a President, Vice-President, Secretary and Treasurer. The responsibilities could be divided as follows:

President

The President is the Head of the Executive Committee and will oversee and agree all of the Chapter's activities. Their role is to act as an advocate for LSBU and lead, motivate and organise local alumni in order to meet the goals of the Chapter.

- Act as primary liaison with the Alumni Office and other University representatives
- Plan annual goals and alumni activities for the Chapter eg. events, communications
- Promote the Chapter to alumni to increase "membership"
- Set the agenda and chair Chapter meetings
- Represent the Chapter to people outside it
- Call elections for new representatives as required and oversee other Committee Member's work
- Recruit volunteers and oversee responsibilities for all volunteers eg. alumni ambassadors, mentors or speakers at events etc.

Vice-President

The Vice-President will assist the President in his duties and perform them in the President's absence. This position could be a President-elect for a smooth leadership transition.

- Officiate in the President's absence
- Assists in scheduling club meetings
- Provides general advice and assistance to the President

Secretary

The Secretary maintains the correspondence and administration of the Alumni Chapter. This role can be combined with the Treasury role if needed.

- Provide secretarial support including preparing meeting agendas and distributing minutes
- Maintain and share with the Alumni Office an up-to-date list of Chapter members' contact details
- Keep a record of all Chapter activities, including agendas, minutes, event arrangements.
- Manage correspondence for the Chapter and Notices of meetings

Treasurer

The Treasurer is in charge of all the Chapter's financial matters. This role can be combined with the Secretary role if needed.

- Maintain financial accounts of monies raised, recoding all dues and payments.
- Manage budgets, bank accounts and financial reports for Chapter events
- Present financial reports at Chapter meetings
- Keep accurate records and prepare periodic and annual statements of the Chapter's accounts.
- Receive Chapter monies, if applicable, and pay Chapter bills

The following roles are suggested for larger Chapters, which are also welcome to appoint additional posts to the Committee, such as Marketing and Publicity Officer, Volunteer Coordinator etc. Smaller Chapters can allocate the work listed below to the above posts.

Communications Officer

- Liaise with the Alumni Office about alumni and Chapter news
- Make use of other available communication channels for the local alumni Chapter
- Provide publicity or coverage in the local media about local Chapter and relevant University matters.

Events Officer

- Suggest and arrange venues for events
- Plan and coordinate events, including reunions, networking events and lectures etc.
- Publicise events, activities and visits from LSBU staff

STEP BY STEP GUIDE TO STARTING A CHAPTER

In order to set up a Chapter, the following ingredients are needed:

- The enthusiasm, willingness and commitment of several individuals who will promote the idea to other alumni, liaise with the Alumni Office, and organise events.
- A reasonable number of alumni in the geographic area, enough to participate in activities and events organised by the group.
- An interest in LSBU and in assisting to develop the University and its alumni network.
- An alumna/alumnus who is willing to Chair the Chapter and to guide the members in their planning of events and chart its future direction.

The Alumni Office will approve the establishment of individual Chapters and will provide support to the formation and ongoing management of the Chapters. All Chapters operate through their own Committees and must adhere to the LSBU Alumni Chapter guidelines. The below gives a step by step guide to initiating a Chapter:

Step one – Is the Chapter viable?

- Check to see if a Chapter already exists at alumni.lsbu.ac.uk/Chapters
- Read the LSBU Guide to Chapters
- Identify and define the Alumni Chapter you wish to initiate (e.g. London alumni, Real Estate alumni, Chinese Chapter, etc)
- Ask the Alumni Office to confirm how many alumni would meet the requirements of the Chapter to see if it is viable.
- Once you have identified 10 people willing to be actively involved in establishing an alumni Chapter, you will need to complete the **New Chapter Application Form** (Please see page 18). The Alumni Office will consider the application, seek clarification on any item necessary, and formally approve the new Chapter. If creating a Chapter is not currently viable we will keep your details on file and with your permission will contact you if circumstances change.

Step two - Set up an interim Committee and define the Chapter

- Establish a temporary Committee, which should consist of a President, Vice-President, Secretary and Treasurer. If the Chapter is education based or represent a specific department within the University, ideally it should have a relevant Faculty or University liaison staff member on the Committee. If not, it is advised the Chapter remains in contact with the relevant Faculty or University department.
- Committee members sign the Chapter Committee Member Agreement and return it to the Alumni Office.
- Define the purpose of the Chapter and propose activities or events
- Formulate the Chapters own rules and regulations governing its operations, which are consistent with the constitution of the LSBU guidelines.

Step three – Recruit members and launch the new Chapter

- Alumni Chapters, via their Committee, are responsible for recruiting members. The Committee should utilize its current members to promote to their former classmates etc. You can also use Social Networking sites to find people and advertise the new Chapter
- The Alumni Office will assist in contacting relevant alumni that match the profile of your Chapter to seek expressions of interests.
- All Chapter members will need to be LSBU Association members
- The ongoing membership of the Chapter should consist of at least 10 members. If membership drops below 10, the Alumni Office reserves the right to dissolve the Chapter.
- Chapter's vary in size. Obviously very small Chapters will be hard to maintain, which is why we intend only to establish Chapters in regions where they would be sustainable. Typically, membership may start off slowly but will grow steadily over a number of years.
- **The best way to launch a new Chapter is to organise a launch event.** A launch event should appeal to as many alumni as possible. Once the date, time and location of the event are decided, the Alumni Office can assist by promoting the event/Chapter to alumni in the area.

RUNNING THE CHAPTER

All Chapters must conduct themselves in a manner consistent with the goals and objectives of the Alumni Office and the high standards of the University.

Meetings

Regular Chapter meetings allow for better communication and planning. The frequency of the meetings may depend on how many activities or events are planned for the year or how geographically dispersed Chapter members are. The first meeting of a new Chapter is important in setting the tone of the Chapter.

- Confirm the roles and duties that are required
- Elect people to key positions in the executive Committee
- Discuss objectives of the Chapter to ensure all members are aware and in agreement
- Establish a process for Chapter members to provide suggestions and feedback to the Committee
- Discuss types of activities or events the Chapter will run
- Plan the first event or activity (While the full program might not be finalised at the first meeting, it is useful to plan the first event to maintain the enthusiasm of those who have come along)
- Try to seek agreement from members at this first meeting and establish a schedule of meetings for the year.

Managing Chapter membership

Chapter Committees are responsible for recruiting members. It is important to maintain an accurate list of Chapter members in order to keep track of membership and to be able to effectively communicate with Chapter members. The most efficient method of communication with Chapter members is email, however there may need to be an agreed process for contacting members who do not have access to email.

At various stages and depending upon the size and objectives of the Chapter, active recruitment of new members may be a priority. The Chapter Committee may develop a policy or an action plan for recruiting new members. For example, Chapters may choose to hold a specific recruitment event where current members are encouraged to bring along new members. The Alumni Office can also assist with sourcing potential new members for Chapters.

Reporting to the Alumni Office

The Alumni Office requires the following information:

- Changes to the Chapter Committee
- Committee meeting minutes and resolutions
- Details of Committee office bearers and the details of Chapter members every six months in January and June (excel spreadsheet format)
- An annual report, including funding and financial reports (such as Chapter bank statements) by end of December each year. An annual report should include:
 - Chapter's overall vision or objectives
 - Description of the year's activities and achievements
 - List of proposed activities for the year
 - Any proposed changes to the format or nature of the Chapter from the original Chapter application
 - Any assistance or clarification required from the Alumni Office
 - Financial report
- Drafts of advertisements, publications and other promotional material for authorisation and approval when using the LSBU logo;
- Information on the Chapter for inclusion on the Alumni Office website (alumni.lsbu.ac.uk). For example, articles, alumni profiles.
- Publicity before and information about the event afterwards should be sent to the London office for inclusion in relevant publications.

EVENTS

While the Alumni Office cannot host regular events and alumni reunions in every country in the world, we would like to offer all of our alumni the opportunity to meet old classmates and make new contacts through our graduate base.

Part of the function of an Alumni Chapter is to organise social, academic and professional networking events in their local areas. These events help ensure our graduates can stay connected with the University and with each other. LSBU staff who travel to the Chapter's region would also be able to participate with the Chapter's activities.

All events must be self financing and all costs including postage, room hire, publicity, photography, tips, etc. must be covered by the participants' payments. Any resulting profit could be used to finance in the future free events or be donated to the University, according to a formal and recorded decision by the Committee members

Bookings and pre- payments are an essential part of planning an event, as is keeping an accurate record of these bookings and all monies collected. The Alumni Office requires at least six weeks' notice of an event, to allow us to publicise events to our members. Event evaluation forms must also be completed, so the Alumni Office can measure our own performance in supporting our Chapters.

Launch event

Events are key to the success of a Chapter and should therefore be organised carefully. When organising the first events of a Chapter, it is best to choose an event format which is simple and easy to set up. The venue choice is important, most members would be more likely to attend an event if it is organised in a stylish venue, which is centrally located. It is also important to note that it is unlikely you will know the number of alumni who will attend, so it is best to choose a simple gathering for drinks in a location that allows an alumni event of any number—large or small—to be there without any reservation or deposit.

Organising dinners, cultural events, and other such pre-paid and pre-booked events is only possible once the Chapter is more established, so that the organisers can be reassured that enough alumni will attend to make the efforts worthwhile. This usually takes a couple of years of setting up simple and effective networking events.

Fundraising events

When planning an event specifically to raise funds for the University, it is imperative to work with the Development Office about the nature, purpose and timing of the event. Where possible, it is appropriate to have a member of the University's administration present at such an event.

Ideas for local events

It's up to each Chapter to organise its own programme of events, but could include:

- Seminars or lectures
- Dinner with a guest speaker
- Reunions with other LSBU alumni
- Networking functions
- Working with the University Admissions Office, host pre-departure meetings for new LSBU students and their families
- Supporting recently returned alumni in terms of cultural re-entry and networking for work
- Organising alumni presentations or talks
- Welcoming newly arrived or relocated alumni to the region
- Visit campus to meet the next set of graduates to discuss career issues
- Plan professional networking events to allow members to meet for job networking as well as business exchange and development
- Plan social outings such as dinners, theatre visits, golf tournament, quiz night, picnic, dances, wine tastings, receptions, trips, local culture evenings etc
- Celebrate UK holidays eg Guy Fawkes night

SUPPORT FROM THE ALUMNI OFFICE

The Alumni Office is the first point of contact at LSBU for all questions, guidance, support or clarification of matters relating to the Chapter. All Chapter Committee members and representatives are welcome to contact the Alumni Office at alumni@lsbu.ac.uk.

Setting up a Chapter

In order for us to support Chapters in the way that we'd like, and to be able to pass on confidential alumni data, we need the Chapters to be formalised and recognised by the University. The Alumni Office will advise you of any alumni Chapters currently functional in your area, and can help you identify alumni in your location, discipline or special interest area and provide them with your contact details.

The first point of contact for alumni who wish to form a Chapter is the Alumni Office. We will then work with them to set up the Chapter and provide advice for ongoing management support. When alumni start a new Chapter, the Alumni Office will help spread the word so that those interested may get in touch with the respective.

- Alumni Office will advise and assist in planning activities e.g. events, reunion planning
- Provide advice and written guidelines on establishing and running the Chapter
- Assist with Chapter member recruitment
- The Alumni Office has designed some templates for each Chapter, such as logo, letterheads, business cards and nametags for Chapter activities.

Promotion of the Chapter

The Alumni Office is able to assist and advise in the promotion of Chapter and its activities.

- Raise awareness of Chapters amongst LSBU's overseas education partners and agents
- Provide templates and logos for the Chapter's use
- Assist with the development of and provide a dedicated webpage for each Chapter on the Alumni Office website
- Publish articles about Chapter activities in alumni publications to increase awareness amongst LSBU alumni. To promote events and activities, please submit a written request to the Alumni Office at least four weeks in advance, detailing the type of assistance you need and when.
- Email members of the Alumni Office for the purposes of recruiting prospective Chapter members or promoting events
- When available we will send merchandise to our Chapters to give away at their events.

Recruitment of members

The Alumni Office will provide support to Chapters in recruiting new members. To access this service, simply forward a request to alumni@lsbu.ac.uk stating the profile of the members, including geographic location, field of study, etc, and include the name and email address of the main contact person within the Chapter.

The Alumni Office will organise for an email to be sent to relevant LSBU alumni, informing them of the Chapter and asking them to make contact if interested. Details of LSBU alumni will not be released to Chapters in order to protect the privacy of graduates.

Website

The LSBU Alumni website has space available for each Chapter to maintain a homepage, to advertise events and activities, and to promote participation in their Chapter. These pages are managed by the Alumni Office, with content supplied by the Chapter. Chapters may arrange to set-up and run their own websites, which should be linked from their Alumni Office alumni homepage.

Funding

The University is currently unable to allocate an annual budget to each Chapter to support the following year's activities. However, the Alumni Office will consider providing funds for activities that meet the following objectives:

- connect alumni to the University and to each other;
- promote future alumni engagement with the Chapter and the University; or
- support the Chapter's activity plan.

Chapters are encouraged to pursue their own sources of funding, such as charging fees for attendance at events. Chapters interested in approaching corporations or businesses for potential sponsorship must coordinate their request with the Alumni Office in order to preserve LSBU's corporate relationships.

OPERATION GUIDELINES

Code of conduct

Chapter Committee members must abide by the following code of conduct:

1. Act honestly, in good faith and in the best interests of the alumni Chapter, Committee and University as a whole.
2. A Committee office bearer has a duty to use care and diligence in fulfilling their role, and in the exercise of any powers attached to that position.
3. Use the powers of office for a proper purpose, in the best interests of LSBU alumni as a whole, and not for any personal gain.
4. Not make improper use of information acquired as an alumni Committee member.
5. Avoid situations in which his/her private interests, whether pecuniary, personal or otherwise, might reasonably be thought to create an actual or perceived conflict of interest with their duties to the alumni Chapter Committee. Potential conflicts of interest must be declared to the alumni Chapter Committee and the Committee will determine whether there is a conflict.
6. Personal information, for example, alumni membership data, received by a Committee office bearer in the course of their duties must be treated as confidential. It must not be disclosed unless that disclosure has been authorised by any individual concerned or is required by law. Must adhere to the UK Data Protection laws.
7. Should not engage in conduct likely to bring discredit to the reputation of the University.
8. Must not seek to represent the University in any public forum without prior permission of the Alumni Office.
9. Must not enter into any contract or arrangements with third parties that use the name of, or have association with London South Bank University without the prior permission of the University.

Breach of code of conduct

Chapter members must abide by the code of conduct, act in an ethical and moral manner and not compromise the University's reputation. The Alumni Office will investigate any breaches the code of conduct and this may lead to a request for the resignation from their Committee position or Chapter membership.

Use of the LSBU logo

The LSBU logo and name are proprietary to the University. Any use of the LSBU logo or name requires written permission of the University. Any unauthorised use of the name or logo will be prosecuted by LSBU. The Chapter is obliged to submit drafts of advertisements, publications and other promotional material for authorisation and approval when using the LSBU logo.

Legal liability

Chapter Committee members are not authorised agents of LSBU or the Alumni Office and should not represent themselves as such at any time. No Chapter Committee member may enter into any contract or arrangement on behalf of, or for, the University.

Chapter Committee leaders cannot speak officially on behalf of LSBU but can speak officially on behalf of the alumni Chapter they represent. Individuals are required to avoid conflict with regard to the sole promotion of their own business.

Insurance

The University's corporate insurance policies may cover certain Chapter activities. All Chapters must notify the Alumni Office in advance of the following:

- Major events they are planning which reference the University
- Events which take place on University premises
- Events which involve University staff

Alumni data

The Alumni Office treats alumni data sensitively and in accordance with the Data Protection Act 1998. We can give relevant contact information to recognised Alumni Chapters, if we have received consent from the person in question and the Chapter Committee members have signed and returned the Disclaimer form. This data should be handled responsibly and with due care and consideration.

The Alumni Office database is the main repository of alumni data and as such, looks to local groups to assist with updating this information in compliance with the UK Data Protection Act.

Local alumni groups are able to help keep the central alumni database up to date by:

- Encouraging local alumni to update regularly their information in their profile in the web database.
- To ensure that all requests to add, delete or augment information are written and dated.
- To ensure that permission to publish contact information is sought.
- To share all of the above immediately with the Alumni Office

Our data protection statement is available at www.lsbu.ac.uk/foi/dataprotection.shtml

FURTHER INFORMATION

If you want more detailed information, please contact the Alumni Office at alumni@lsbu.ac.uk. We welcome interest in any kind of Chapter anywhere in the world.

NEW CHAPTER APPLICATION FORM

First Name _____

Surname _____

Job title _____

Postal address _____

Phone _____

Email _____

Student Number (If known) _____

The Alumni Office requires that the name contains 'LSBU'. It should give a clear indication of the purpose or nature of the Chapter so that prospective members can decide whether the Chapter relates to them. The proposed Chapter name is considered as part of the approval process. Once approved, this official name is to be used in all correspondence and on all publications (printed and digital).

Proposed name of Chapter _____

Chapter type (Please tick the relevant category)

☐ Regional

☐ Faculty or discipline area

☐ Halls of residence

☐ Special interest

☐ Professional or industry area

Do you have an LSBU representative supporting this application?
(Excluding Alumni Office staff)

☐ No

☐ Yes, please specify _____

How many people have you identified who are willing to be actively involved in establishing an alumni Chapter? _____

Brief outline of why you would like to establish a Chapter:

Please return this form to:

LSBU Alumni Association, 103 Borough Road,
London, SE1 0AA or e-mail alumni@lsbu.ac.uk