

## **Alumni Chapter Contact Terms of Reference AY 2019-20**

Thank you for considering to join this very special group of alumni! We greatly appreciate your time, energy and commitment to the CEU community. Being an Alumni Chapter Contact is a volunteer position whose primary task is to help us facilitate communication between alumni and the university. This requires good communication skills and the motivation to keep fellow alumni engaged with CEU. Additionally, your service earns you special benefits and can be a lot of fun!

### **What you can do:**

- Serve as a liaison between your respective alumni group and the CEU Alumni Relations Office (ARO).
- Get involved with alumni-related activities in your area.
- Address queries from admitted CEU students and fellow alumni who are relocating to your country.
- Work closely with ARO in assisting CEU faculty and staff visiting and organizing events in your city.
- Maintain communications via designated social media channels (e.g. Facebook group) for your chapter. The Facebook group is meant as a platform for you to engage with your alumni chapter, share relevant news, opportunities and vacancies, promote events etc. According to the Alumni Relations Office social media policy, only CEU alumni, students and faculty/staff are accepted as members of the Facebook groups. Please allow the CEU Alumni Relations Office staff to approve all new member requests, as they have access to the alumni and student database.

### **Term of the position:**

The term is one to three years, based on the mutual agreement between the volunteer and the ARO. Once you feel comfortable working with your country's alumni group, please consider becoming a CEU Alumni Chapter Leader. Please ask the Alumni Relations Office for details or refer to the [Alumni Relations website](#).

### **How we recognize you:**

In order to facilitate volunteer recognition, we have a two-tier system that recognizes **levels and frequency of engagement**.

<b>Involvement level</b>	<b>Criteria</b>
Level 1: Volunteer Pro	Active as a <b>chapter contact</b> throughout the AY: <ul style="list-style-type: none"> <li>• Posts on social media at least 3 times/AY</li> <li>• Addresses at least 3 queries from students or alumni/AY</li> <li>• (Co)organizes one alumni gathering /AY</li> </ul>
Level 2: Volunteer Champion	Active as a <b>chapter leader</b> throughout the AY (at least two of the following): <ul style="list-style-type: none"> <li>• Regularly engages on social media</li> <li>• Organizes at least two alumni gatherings/AY</li> <li>• Solicits donations for CEU in-person or online</li> <li>• Helps select Alumni Scholarship recipients if applicable</li> <li>• Attends Alumni Leadership Forum</li> </ul>

A **Volunteer Pro** fulfills at least one Level 1 criterion. A **Volunteer Champion** either fulfills at least two Level 2 criteria or volunteers with several CEU teams (Alumni Relations, Career Services or Student Recruitment). For example, an active chapter contact who also volunteers as a career volunteer is eligible to become Volunteer Champion for that academic year.

To maintain a level status, a volunteer has to remain active and fulfill the criteria for that particular level during an academic year. Existing volunteers will be reviewed and categorized retroactively, based on their activity within the current academic year. Volunteer Champions who no longer fulfill the criteria will get a one-year grace period.

### **What's in it for you?**

The first time you volunteer with us, you receive the following recognition:

- E-badges, updated each year (CEU Volunteer 2019, CEU Volunteer 2020 etc.), available to all volunteers
- Honor rolls of all volunteers on the ARO website
- Electronic holiday cards

When you reach the Volunteer Pro status:

- Volunteer spotlight article on the ARO website and in e-news
- Exclusive events, similar to donor and society member receptions
- Handwritten holiday cards
- CEU promo items to alumni speakers at career events, accompanied by 'Thank you' cards/messages

When you reach the Volunteer Champion status:

- Discounted tickets to the Reunion Gala
- Invitation to exclusive events during Reunion Weekend
- Invitation to ALF, public recognition during ALF
- Shortlisting for the Alumni Impact Awards (Community Category)
- Recommendations on LinkedIn profiles
- Access to select workshops and trainings for own professional development or for increasing alumni volunteer potential