

## Alumni Recruitment Volunteers Terms of Reference AY 2020-21 and AY 2021-22

Thank you for considering to join this very special group of alumni! As an alum, YOU are CEU's best asset to help recruit talented students from around the world. You can get involved with the Student Recruitment Office (STRO) in multiple ways.

### What you can do:

- Refer professionals to CEU for recruitment outreach (e.g., faculty from other universities, youth organizations, companies)
- Share recruitment information about CEU and its programs: calls for applications, event invites and other posts on social media
- Participate in the [UniBuddy](#) project to engage with prospective students
- Participate in STRO's social media campaigns (e.g., [MyCEU](#), [Instagram stories](#))
- Represent CEU at an education fair
- Give presentations about CEU at e.g., your home university, company
- Organize or host a recruitment event for CEU (e.g., 'Welcome to CEU' meetups)

### How we recognize your efforts:

We have a two-tier system that recognizes levels and frequency of engagement.

Involvement level	Criteria
Level 1: Volunteer Pro	Engages in at least one Level 1 or Level 2 criterion: <ul style="list-style-type: none"><li>• Refers min. 2 external partners to CEU/AY</li><li>• Actively engages with prospective students in the UniBuddy project</li><li>• Participates in min. 1 social media campaign/AY</li><li>• Shares recruitment materials about CEU and its programs min. 3 times/AY</li></ul>
Level 2: Volunteer Champion	Engages in at least 2 of the following: <ul style="list-style-type: none"><li>• Participates in min. 1 education fair/AY</li><li>• Organizes min. 1 presentation in their home country/AY</li><li>• Hosts 1 'Welcome to CEU' meetup/AY</li></ul>

A **Volunteer Pro** fulfills at least one Level 1 or Level 2 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 recruitment 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 recognized for their contributions retroactively, based on their activity within the current academic year. Volunteer Champions will maintain their status for a grace period of one year, regardless of the level of their involvement.

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

- E-badges, updated each year (CEU Volunteer 2019, CEU Volunteer 2020, etc.), available to all volunteers
- Electronic holiday cards

When you reach the Volunteer Pro status:

- Honor roll mention on the ARO website
- Volunteer spotlight article on the ARO website and in e-news
- Invitation to exclusive events
- Handwritten holiday cards

When you reach the Volunteer Champion Status:

- Honor roll mention on the ARO website
- Discounted tickets to the Reunion Gala
- Invitation to the President's reception during the Alumni Reunion Weekend
- Invitation to the annual Alumni Leadership Forum and public recognition during the event
- Shortlisting for the Alumni Impact Awards (Community Category)
- Access to select workshops and trainings for professional development and for increasing alumni volunteer potential