

Policy Title	<b>Alumni Relations Policy</b>
Policy Owner	Office for Institutional Advancement (OIA)
Responsible Office	Office of the President Office for Institutional Advancement - Alumni Relations
Contact Information	Questions concerning this policy or its intent should be directed to the <b>Office for Institutional Advancement</b> via 8524-2011 loc. 312 / 8525-9858, or <a href="mailto:uia@adamson.edu.ph">uia@adamson.edu.ph</a>
For Approval of	The President of Adamson University, Institutional Planning and Policy Development Office & University Executive Committee
Entities Affected By This Policy	Adamson University faculty members, co-academic staff, students and alumni.
Who Needs To Know About This Policy	This policy governs Adamson University employees and alumni engaged in activities related to University alumni.
Related Information	<ul style="list-style-type: none"> <li>• Prospect Management and Alumni Engagement Management</li> <li>• Data Confidentiality and Usage Policy</li> </ul>
Reason for Policy / Purpose	The Alumni Relations Policy aids in establishing uniform terminology and operational guidelines for all University departments and units with regards to alumni relations. It offers guidelines for the formation of <b>donor</b> and <b>alumni organizations</b> recognized by the institution to ensure that initiatives involving alumni are effective, consistent with institution and overall advancement goals and offer a favorable alumni experience.

Abstract	This policy establishes the criteria for alumni status and specifies the rules for reunions, volunteer networks for alumni, donor recognition societies, membership in the Adamson University Alumni Association, awards and honors for alumni, interactions with alumni, and surveys for alumni.
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**Policy Statement:**

**I. Alumni Status**

The following are recognized as alumni of Adamson University:

- A. Degree-holders/Graduates of the University;
- B. Non-degree holders who have had two (2) years or four (4) semesters of study in the University and not having been dismissed for misconduct or for any scholastic deficiency;
- C. Graduates of the University's Basic Education Department and Senior High School Department;
- D. Honorary members: Adamson University employee or administrator who has provided ten (10) years of devoted, loyal, and quality service as well as demonstrated support for the organization and the University, upon proposal of the alumni committee on membership and by a vote of two-thirds of the Alumni Board of Directors members.

**II. Alumni Association Membership**

- A. All University alumni are automatically members of the Adamson University Alumni Association, Inc. (AUAAI).
- B. As stated in the AUAAI Board bylaws, AUAAI membership will also be extended to honorary degree recipients and honorary members.
- C. Alumni enjoy a 5% parent-alumnus or 3% sibling-alumnus discount if their child/sibling is enrolled in the University. An alumni identification card of either parent/sibling is required to enjoy this privilege.

### III. **Alumni Awards and Honors**

- A. The Adamsonian Awards program, managed and administered by the OIA's Alumni Relations Section, honors University alumni for their accomplishments, contributions to society, and service to the University. Any award programs created by other colleges and departments to honor their respective alumni shall be coordinated with the OIA to ensure uniformity and prevent program overlap.
- B. Additionally, communication with the OIA's Fundraising Section should be arranged for awardees who are potential benefactors/donors.

### IV. **Alumni Communication and Surveys**

- A. All official communication -- emails, announcements, bulletins, surveys, event notices, etc. -- to large alumni, donor, and prospect groups (i.e., beyond a college's or department's own constituency) shall be coordinated with and authorized by the OIA to ensure that communication standards and best practices are followed.
- B. As advancement for updated contact and exclusion data, alumni are allowed to connect with constituents who are affiliated with their respective units. However, they must also refer to the University's data privacy policy regarding disclosure of any information.
- C. Additionally, in order to prevent our alumni from receiving multiple University communication at once, as well as to prevent survey fatigue and information overload, colleges and departments are strongly encouraged to coordinate the scheduling of their communication with the OIA.

### V. **Alumni Chapters**

- A. Alumni chapters that are regionally or thematically based promote and advance the goals of the University and the OIA. Alumni volunteer networks gain from having access to the knowledge and assistance of the Alumni and Constituent Engagement team in communication, marketing, event management, resources, and fundraising initiatives when they are formally recognized.

- B. An alumni group approved by the OIA may be called an official University alumni chapter. The organization must fulfill the following requirements in order to be deemed an active chapter:
  - 1. Coordinate efforts with the Office for Institutional Advancement;
  - 2. Maintain active volunteer leadership; and
  - 3. Adhere to standards and operating principles set forth by the OIA and the University.
- C. Individuals or groups who are not officially recognized by the OIA or the University's Innovation and Technology Support Office (ITSO) will not be permitted to use the University name, logo, service marks or brand.

**VI. Donor Recognition Societies for Alumni and Other Donors**

- A. Donor recognition societies, both college-based and university-wide, are established with the aim of recognizing various levels and types of grants and creating donor communities.
- B. The extent and type of support are reflected in the activities and benefits of each society. It is crucial that recognized societies are fair and uniform throughout the University. Hence, the OIA must authorize any new donor recognition society.

**VII. Reunion Programming**

- A. The goal of reunion events, arranged by class year or alumni chapter, is to re-establish connections between fellow alumni and the school.
- B. Reunions are held by the OIA annually. Any reunion programming created by other colleges or departments shall be coordinated with the OIA-Alumni Relations Section to ensure consistency and prevent program overlap.

**VIII. Student Alumni Ambassador**

- A. A group of students known as student alumni ambassadors will be hired to act as a bridge between Adamson University alumni and current AdU students. They engage with a broad spectrum of members of the community, including potential students, current students, alumni and university administrators.
- B. The Student Alumni Ambassador:

1. Encourages current students to consider themselves valuable long-term Adamson community members and future alumni;
2. Promotes OIA initiatives through social media and campus events;
3. Participates in event coordination to make sure OIA events are a success; and
4. Gives comments and insight on student interests and trends.