

## Housekeeping

- Mute your audio when you are not speaking
- Engage with discussions and take part in the Q&A and break out sessions
- You can use your webcam during the event, however this is not a requirement
- Please minimise distractions as far as possible so you can be present during the event
- Be respectful to those in attendance at all times
- If you need to leave the workshop at any time, please notify us using the chat box

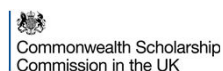


1

## Building alumni communities

Capacity building workshop for CSC Alumni Associations  
Wednesday 24 and Thursday 25 March 2021

Chiamaka Ndika (British Council) and Kirsty Scott (CSC)



2

## Building alumni communities

### Programme

- Welcome
- Building alumni communities
- Break
- Developing events and activities
- Networking
- Summary
- Close



3

## Aims and objectives of the workshop

- Implementing resources
- Understanding CSC and British Council expectations for alumni associations
- Strengthening or developing association governance structures
- Improving engagement with Commonwealth Scholars and Alumni
- Engaging with fellow CSC alumni association coordinators and leaders



4

## Working with the CSC and British Council

### Our expectations

- Follow guidance documents and resources
- Keep us informed of planning and activities
- Submit plans early and with time for discussion
- Submit all event documentation
- Ask for guidance!
- Respond to emails in a timely manner
- Attend any scheduled meetings and calls, as requested
- Support the promotion of CSC activities

### Your expectations

- Receive feedback and guidance on association plans
- Receive timely notification of CSC activities
- Where submitted in a timely manner and with requested detail, events and event reports will be promoted on CSC channels
- Information on association activities shared with alumni the association may not be in contact with to boost engagement

5

## Building alumni communities

- Why do we have alumni associations?
- Objectives of alumni associations
  - Connecting Scholars and alumni
  - Advice and guidance to current Scholars
  - Scheme promotion
  - Promote the value of H.E. in achieving sustainable development
  - Create a network of experts



6

## How do you keep members engaged?

### Activity

Take a few moments to think about what you believe keeps your members engaged.

Raise your hand to share what works or drop notes into the chat box.



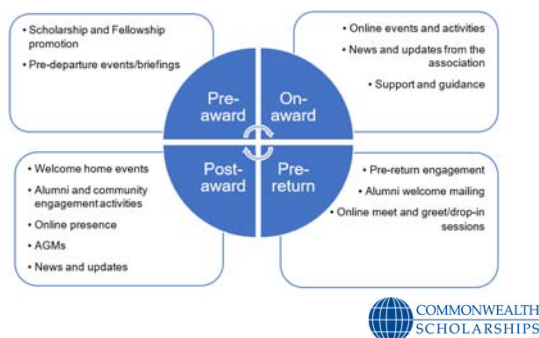
7

## How do you keep members engaged?

- Regularity
- Variety
- Clear links to objectives
- Keeping it simple
- Accessibility
- Expectation and anticipation
- Prestige points- annual events
- Communication
- News and stories- promotion, celebration
- Two-way approach- ask questions

8

## Building networks and growing contacts



9

## Audience personas

Who are Commonwealth Alumni and what are they looking to gain from their association?



10

## Audience personas

What are their interests? What do they enjoy	What are their goals? What motivates them?
Professional expertise and goals	What distinguishes them from others?

11

## Using social media effectively

- Use your audience profile
- Plan ahead
- Make it engaging
  - Ask questions
  - Use #hashtags
  - Share community news



12

## Key Considerations - Identity



13

## Aims and Objectives

**CSC alumni associations**

Alumni associations provide a central hub for alumni to network and share and promote their scholarship experiences and development impact in their home country. Associations play an important role in connecting Commonwealth Alumni after completing their studies, highlighting the impact of Commonwealth Scholarships through engagement opportunities, such as events and other activities, and promoting future Commonwealth Scholarship opportunities.

For Scholars soon to depart to the UK and undertake their studies, associations of individuals who can share advice and support to new Scholars, and for those a professional community whose knowledge and experience can help to guide Scholars in their early career. Associations also provide a social and professional Commonwealth Alumni to share their news and updates and connect with all country on projects and ongoing work.

The CSC's alumni associations work with the Alumni Team and the country and are coordinated by alumni volunteers who are given engagement opportunities which encourage networking and ongoing work.

**Objectives**

The primary objectives of associations are to:

- Connect Commonwealth Alumni in their home country, or country of residence, and foster an active and engaged community.
- Connect Commonwealth Distance Learning Scholars studying in their home country to a network of peers.
- Provide current Scholars with advice and guidance on their academic studies, and support Scholars in translating new knowledge and skills on their return.
- Support the work of the CSC in reaching out to the next generation of scholars as ambassadors of the scheme.
- Promote the value of higher education in achieving sustainable development at a regional, national, and international level.
- Promote Commonwealth Alumni as a collective of experts, providing valuable input to support a range of sustainable development issues both nationally and internationally.

**Connect  
Support  
Promote**

**COMMONWEALTH SCHOLARSHIPS**

14

## Virtual Spaces

**f**

- Pages are ideal for maintaining a public-facing online presence.
- They are also useful for livestreaming.
- Groups are more intimate and interactive.

**in**

- LinkedIn groups are a great way to connect with peers professionally.
- Not known for enabling other social/streaming interactions.

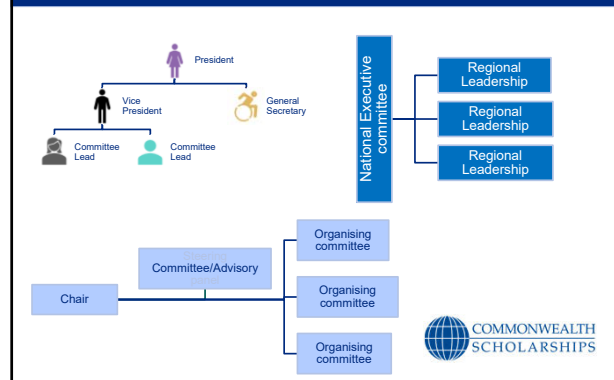
**WhatsApp**

- These are best suited for informally staying connected with members or planning and coordinating.
- For security reasons, do not post links to WhatsApp group chats in public spaces.

**COMMONWEALTH SCHOLARSHIPS**

15

## Organisational structure



16

## Code of Conduct

As a coordinator or committee member of a CSC alumni association, you are expected to adhere to the Alumni Code of Conduct at all times and ensure that the actions, outputs, and communications of the alumni association are in agreement with these high standards of conduct and uphold the reputation of the CSC.

CSC Code of Conduct for Alumni Associations

As a coordinator or committee member of a CSC alumni association, you are expected to adhere to the Alumni Code of Conduct at all times and ensure that the actions, outputs, and communications of the alumni association are in agreement with these high standards of conduct and uphold the reputation of the CSC.

As stated in the Alumni Code of Conduct, the CSC is committed to immediately safeguarding and promoting the welfare of its members. The CSC requires Commissioners, General staff and Division, Section and Unit staff to follow the CSC's safeguarding policy in all their actions and to ensure that the CSC's safeguarding policy is implemented.

Where an activity must be conducted with the requirements for safeguarding policy (Where associations are requested to complete risk assessments of all activities and safeguarding measures, they must do so in a timely manner and follow the requirements of guidance).

The CSC will investigate all instances of actual or potential safeguarding concerns, including those reported by staff or members of the CSC. It is expected that staff will follow the same standards as outlined in the CSC's safeguarding policy. The CSC will investigate all instances of actual or potential safeguarding concerns, including those reported by staff or members of the CSC. It is expected that staff will follow the same standards as outlined in the CSC's safeguarding policy.

Associations must be transparent in their governance and ensure that all those engaging in the association have access to documentation and statements regarding the structure and management of the association. Coordinator and committee member roles (name and title), association constitution, and registration information (where legally required).

TH PS

17

## Policies

- ✓ Code of Conduct (P. 4-7)
  - Anti-fraud policy
  - Safeguarding
  - Transparency
  - Due diligence for funding partners
  - Recognizing diversity
  - Fairness
- ✓ Data protection (P. 14)
- ✓ Social Media (P. 15)

**\*\*Consider embedding these policies in your association constitution**



18

## Developing events and activities

### CSC development themes:

1. Science and technology for development
2. Strengthening health systems and capacity
3. Promoting global prosperity
4. Strengthening global peace, security and governance
5. Strengthening resilience and response to crises
6. Access, inclusion and opportunity



19

## Simulation Activity

In Breakout rooms we will ask you to consider 3 of the CSC themes.

Have a think about what kind of event you may organise in response to one of the 3 allocated themes

Select a lead organiser to provide details of what the event outline would be, key speakers, event date (e.g. International remembrance days), format of the event etc.



20

## Event Proposals and Planning

### Minimum expectations (P. 16-20)

- Organise an Annual General Meeting
- Organise one engagement event or activity
  - Pre-departure briefings
  - Welcome Home Events
  - Panel Discussions
  - Topical Lectures
  - Promoting wider alumni activities
- Identify low-cost or free events
- Go Virtual – for wider reach and engagement



21

## Event Proposals and Planning

### Forms to fill

- Complete the [Events proposal form](#)
- Complete [Funding Request form](#).
- Complete Risk assessments on the [resources webpage](#)

[cscuk.fcdo.gov.uk/alumni-association-resources/](https://cscuk.fcdo.gov.uk/alumni-association-resources/)

### Factors to consider

- Diverse themes - academic, developmental, or cultural nature
- Different regions and virtual delivery where possible
- Consent – for use of venues, photos and videos
- Risk – health, safety, security and safeguarding
- Information sharing with British Council/CSC
- Record-keeping and data management
- Managing the event day

22

## Summary and close



23