



Durham University Business School Local Associations

Memorandum of Agreement

Introduction

Durham University Business School recognises that involved and engaged Alumni Ambassadors (volunteers) contribute significantly to the success of the Business School and University.

Business School Alumni Ambassadors have the ability to add great value, as contributors of time, knowledge and expertise.

The Business School strives to provide an excellent portfolio of opportunities for engagement and networking for alumni all over the world and Alumni Ambassadors play a crucial part in the delivery of these activities.

This document specifically highlights how you as a DUBS Alumni Network member can form a Local Association and take advantage of the personal and professional development opportunities that exist through involvement in such an initiative.

For other DUBS Alumni Network initiatives, or for general information visit:
www.dur.ac.uk/business/alumni.

Whether you are thinking of establishing a new Local Association, or you are a new member joining an existing Local Association, this information document will help you understand what is expected of you as an Alumni Ambassador and what to expect of us, the Alumni Relations Team.

Firstly, you need to read and understand this document in full and follow any appropriate instructions contained therein and secondly you **must** then **sign the Local Association agreement on page 11 and the data protection statement on page 10**. You can then either post it or scan and email it to the [Alumni Relations Team](#).

Whether you are setting up a new Local Association or becoming a member of an existing Association, **congratulations!** You are engaging in what is going to be a very useful and enjoyable networking experience for you and you will also be helping Durham University Business School to raise its profile and uphold and enhance our world class global reputation.

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1. What is a DUBS Alumni Network Local Association?

A Local Association is a group of Durham University Business School alumni based in a geographical area who all wish to meet regularly for networking and social purposes. The Local Associations also act as a way to spread Business School news and updates to other alumni as well as spread the word about the Business School in that given area.

All Local Associations will evolve at different speeds and to varying extents; the seeds of which may simply grow from meeting socially in your local café or restaurant once a month.

As a central point of contact, the [Alumni Relations Team](#) helps support all Local Association initiatives.

It is envisaged that each group should be structured around proactive individuals who are self-motivated with an ability to show initiative and goodwill towards Durham University Business School in all activities.

Should there be deemed insufficient alumni in any one area then the [Alumni Relations Team](#) may advise of another Local Association or cluster of active alumni in a neighbouring city, region or country.

2. How to start a DUBS Alumni Network Local Association?

The following guidelines indicate the issues you need to consider when setting up a DUBS Alumni Network Local Association. They may also be of interest to existing Local Associations that wish to restructure or re-invigorate their operations.

A. Define why you want to setup a Local Association:

- How many alumni can be expected to join in with your events/activities?
 - To establish an Association geographically there must be a minimum number of graduates in the vicinity, which will serve as a critical mass.
- What type of activities do you hope to run as an Association?
- What kind of benefits will attract members?
- How much time are you willing to commit to responsibilities associated with the Association?

B. Contact the [Alumni Relations Team](#) in the Business School to register your interest in starting a branch:

- The Alumni Relations Team will then:
 - Carry out a search of our alumni database to determine the potential number of alumni members for your branch.
 - Put you in touch with any other alumni who may have expressed a similar interest and help you find initial committee members.
 - Liaise with you to organise an initial meeting to scope out the viability of the branch.

C. Attend an initial meeting with the Business School's Alumni Relations Manager or other member of staff (where possible) and other fellow proposed alumni committee members:

- It is advisable to consider/agree the following items from the initial meeting:
 - A statement on the purpose, and role of the Association.
 - Allocation of roles and responsibilities (Leader, Secretary and general members).
 - Arrangements for a first event.

D. Complete the 'Local Association Agreement' on page 10 of this pack as well as our DUBS Alumni Network 'Confidentiality of Data Agreement' on page 11 and return it to the School's [Alumni Relations Team](#) and await confirmation that your Local Association has been approved.

E. Congratulations! You will have now established an official Local Association for Durham University Business School. It is time to hold your first event.

3. Events – Your core activity in helping to maintain interest in the Association

To maintain interest in the Local Association, it is important that you hold a variety of different types of events. The number and type of events held each year will vary depending upon the size of the Local Association.

Good planning is the key to a successful alumni event:

- **Theme:** Select a theme or event that will appeal to the majority of your alumni members.
- **Venue:** Select a suitable and attractive venue. This could make or break the event. Things to bear in mind are cost, transport, parking, disabled access etc. (**Please note:** You may opt for a virtual event, however, which requires no physical 'host' premises as such).
- **Date and Time:** When choosing a date and time for an event, be sensitive to school holidays, bank holidays and other dates that may limit numbers. You should also consider work hours and travel time.
- **Inform the Alumni Relations Team:** Submit your event ideas/proposals to the [Alumni Relations Team](#) for advice/guidance and so the Business School is aware of your plans.
- **Cost:** Budget for the event. Ensure any funding necessary is in place. If necessary, determine an entry price for the event, taking into consideration all expenses (venue, catering, drinks, any equipment required, gifts, etc.). Events should aim to be self-funding where possible. However, depending on the geographic location of an Association, there may be an available budget for operations, designated from the School. **This will need to be discussed with the Alumni Relations Team early on during the event planning stage. Please note there is no guarantee of budget from the School for Local Association events.**
- **Determine responsibilities:** Every event requires a lot of ground work; share out the responsibilities evenly across your members.
- **Publicity:** In all cases the School's [Alumni Relations Team](#) will help promote your event. **Please note:** You should inform the team of your planned annual events provision in advance to enable effective time allocation for promotional tasks on the Association's behalf. If this is not adhered to, event promotional efforts will be hindered.
- **At the event:** Organise a registration table at the event to welcome guests and so that you can manage the guest list, name badges, contact updates etc. Organise for photographs to be taken at the event. Collect business cards and quotes from those in attendance at your event.
- **After the event:** Please send the completed registration sheets, photographs and any business cards collected at the event to the School's [Alumni Relations Team](#).

4. What is expected of a DUBS Alumni Network Local Association?

Each Local Association is encouraged to define its own role based on the interests of its alumni membership base. It is anticipated, however, that all branches will assist the Business School in the following ways and adhere to the following guidelines:

- Act as ambassadors for the Business School and its DUBS Alumni Network including assistance with Business School initiatives wherever appropriate.
- Represent the interests of alumni in your particular area/region.
- Support the Business School's fundraising goals where possible and appropriate.
- Supporting the Business School in the search for 'Lost' Alumni.
- Hold a **minimum** of 2 events/activities per year and preferably four Global Get Togethers (typically the first Thursday in March, June, September and December).
- Pass on all received alumni contact details to the [Alumni Relations Team](#) of the Business School to ensure the University alumni contact database is as up to date as possible.
- Always adhere to the University guidelines with regard to data protection (please refer to page 11 for the agreement you need to sign and return to the [Alumni Relations Team](#) of the Business School).
- Endeavour to enhance the image and reputation of the Business School and its DUBS Alumni Network, encouraging continuing engagement and involvement with the programme and Business School/University.
- Make the branch as inclusive to all DUBS Alumni Network members as possible.
- Operate under the name of "Durham University Business School <Geographic region of operation> Local Association" (e.g. Durham University Business School, London Local Association).

5. What support can a DUBS Alumni Network Local Association expect from the Business School?

The Business School's Alumni Relations Team will:

- Provide initial support and advice in establishing your Local Association- including putting you in touch with prospective members and other established Local Associations, particularly through the School's [DUBS Alumni Network Local Association Leaders LinkedIn group](#) (invitation only).
- Provide advice for organising events.
- Provide assistance with promoting the Local Association events/activities and assisting with the initial setup of all official communication channels and social media groups.
- Keep you up to date with Business School and University alumni news and supply you with relevant literature and promotional materials.
- Act as a contact point for any enquiries or support required from the Business School or University in relation to Association activities/initiatives or general advice/connections required.
- Provide recognition of your efforts on behalf of the Business School throughout School and University alumni publications.
- Possible financial support when faculty/staff are in attendance: Depending on the geographic location of the Local Association the Business School may be able to provide a budget for certain events and operations. This will be agreed on an ad-hoc basis. It is preferred that each event breaks even and is paid for by its members.



Documents Requiring Your Action

DOCUMENT 1

Print and sign this page and either post it or scan it and email it to the [Alumni Relations Team](#) of the Business School.

Agreement between Durham University Business School and a Local Association

This agreement is regarded as a good-faith agreement between Durham University Business School and its Local Association members as a means of designating responsibilities of each party for their mutual benefit.

Since its creation in 2001, the Durham University Business School Alumni Network has been committed to building an active lifetime connection between the Business School and its alumni.

The relationship is regarded as mutually beneficial, with the School demonstrating a commitment to supporting and encouraging the development of its graduates, and alumni contributing in many different ways to the School and University, for example, recruitment of students, sourcing of internships, academic support, and financial support, to name but a few ways they positively contribute.

Both the School is committed to ensuring that the relationship with alumni is a strong positive lifelong partnership, benefiting both parties. Local Associations of Durham University Business School work to promote the engagement, involvement and commitment between alumni and the School.

By signing this memorandum of agreement you are agreeing to the rules, guidelines and policies as set out in this document and that you will:

- **Always act in the best interests of Durham University Business School and Durham University.**
- **Promote the welfare of Durham University Business School and its alumni by maintaining a mutually beneficial relationship.**
- **Organise and conduct yourself in a manner consistent with the goals and mission of the Business School, University and DUBS Alumni Network**
- **Collaborate with the Business School's Alumni Relations Team to foster a spirit of participation among the Business School's Alumni Network members.**
- **Refrain from actions and involvements that may prove detrimental or contrary to the policies and values of Durham University Business School, the DUBS Alumni Network, or Durham University.**

Signed:

Print Name:

Date:

DOCUMENT 2

Print and sign this page and either post it or scan it and email it to the [Alumni Relations Team](#) of the Business School.

Durham University Business School Alumni Network Confidentiality of Data Agreement

PERSONAL DETAILS Title: Dr/Mr/Mrs/Miss/Ms (*Delete as appropriate*)

Other:

Full name:

Address:

Postcode:

Contact telephone number:

Primary email address:

CONFIDENTIALITY AGREEMENT

As an official representative of Durham University Business School's Alumni Network I agree that I will treat any personal contact data passed to me as totally confidential. I will undertake to keep such data secure and to process it in a responsible manner. I will only use alumni data in support of activities organised solely for the benefit of Durham University Business School alumni. I will not pass data to other individuals or organisations.

Local Association member

Signed:

Date:

Alumni Relations Manager

Signed:

Date:

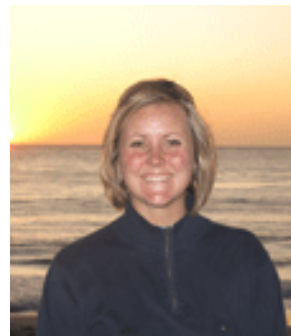
6. Key Contacts

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