



FRAMEWORK FOR THE ALUMNI RELATIONS OFFICE

1. BACKGROUND

The Alumni Relations Office forms part of the Marketing and Communications Department (MarComms) and reports to the Director: Stakeholder Relations Management, who reports to the Senior Director: MarComms. It must be noted that Alumni Relations staff do not report to any alumni or Convocation structure.

It is important to mention that the relationship between MUT and its graduates is what is termed a 'Gown to Grave' relationship. It is therefore the responsibility of the Alumni Relations office to ensure a lifetime connection between MUT and its graduates.

This document is a guide for Convocation and Alumni structures on the functions, authority and objectives of the MUT Alumni Relations office.

2. FUNCTIONS

2.1 The Alumni Relations office is a functional and management unit of Marketing and Communications department. The unit is among other duties, responsible for Alumni support, which includes the following:

- a) Compiling the alumni relations annual plan and preparing the required budget for approval.
- b) Maintaining and updating the Alumni database.
- c) Overseeing the management of the funds allocated annually for all alumni activities
- d) Coordinating the annual general meeting of Convocation

2.2 The Alumni Relations office is responsible for the agreed upon administrative and other support to Convocation and alumni, including Convocation Executive and alumni chapters. The said support may include:

- a) Providing support with venues for meetings or events for Convocation or alumni chapters on campus.
- b) Providing guidance and advice relating to relevant institutional rules.
- c) Providing advice relating to alumni relations activities.

- d) Providing coverage or marketing of alumni chapter activities on alumni and university platforms.
 - e) Coordinating annual programmes for alumni chapters.
- 2.3 The office is responsible for nurturing the connection between MUT and its alumni. Some of the day-to-day responsibilities of the alumni relations office is to:
- a) Reconnect MUT alumni with the university.
 - b) Revitalise alumni engagement.
 - c) Inspire alumni to invest their time, talent and treasure for the benefit of MUT and its students.
 - d) Track and profile alumni progress to create role-models for current student as well as position MUT to external communities.
- 2.4 The Alumni Relations office provides support to the various alumni structures as may be required and agreed upon.
- 2.5 The Registrar provides secretariat and related administrative support to the President of Convocation and the Convocation Executive.
- 2.6 The Registrar manages the process of nomination and election of Convocation Executive members with the support from Alumni Relations office.

3. OBJECTIVES OF THE ALUMNI RELATIONS OFFICE

- 3.1 The Alumni Relations office will see to it that Convocation and all alumni structures promote the vision of MUT through their plans and activities.
- 3.2 The objectives for the Alumni Relations office is to provide guidance and support that results in the following:
- a) Convocation and alumni community with a vested interest in the well-being of the university.
 - b) Convocation and alumni community that always act in the best interest of MUT.
 - c) A strong culture of community amongst Convocation and alumni structures.
 - d) A strong professional network that is a resource for current students and recent graduates.
 - e) An alumni network that is willing to give back to MUT through their time, talent, and treasure.

Prepared by: Director: Stakeholder Relations Management - 2020