

**ie**

**UNIVERSITY**

**ALUMNI**



# ALUMNI CLUBS BEST PRACTICES GUIDEBOOK

# TABLE OF CONTENTS

**01**

Alumni Clubs Basics

**02**

Membership

**03**

Club Leaders

**04**

Club Events

**05**

Communication

**06**

Support

**07**

Financing

**08**

FAQs

# IE ALUMNI CLUBS OBJECTIVES

**85**

**Alumni Clubs  
Worldwide**

The main objective of our Alumni clubs is to build a strong community of IE Alumni, represent the IE brand globally, plan activities that create opportunities for relationship building, continuous learning, career progression and the exchange of ideas.

## CLUB CATEGORIES

### **AFFINITY**

Clubs that serve as a platform to discuss and share knowledge about specific topics and interest (professional sectors, academic and thematic areas, such as humanities, gastronomy...).

### **GEOGRAPHICAL**

Clubs located in particular regions can organize events in their respective countries.

### **SPORTS**

Clubs that manage recreational and/or competitive sports activities and serve as a platform to share your passion for sports.

# MEMBERSHIP

## CLUB LEADERS

We recommend a minimum of 2 alumni and/or a maximum of 6. IE will carefully select this in partnership with the corresponding clubs. The ideal structure is one in which each club leader has a clear outline and understanding of his/her responsibilities from the onset. We encourage the club leaders to devise these in line with the objectives of the club.

## MEMBERS OF THE CLUB

All IE community – students, alumni, staff, faculty– are welcome to become members of IE Clubs.

To join a club, visit the platform below:

[ieconnects.ie.edu](https://ieconnects.ie.edu)

## NEW ALUMNI CLUB PROPOSAL

First, you should define the idea and the objectives of the suggested club. Make sure that the purpose of the suggested club does not duplicate those of any club that already exists. If there are common areas, we would recommend you contact the coordinators of the existing club and look for opportunities to cooperate and collaborate instead of creating a new club.

Please fill out this [form](#) to help us understand the IE Alumni Club that you would like to create which should be engaging, dynamic and reflective of your interests.

# TYPE OF ROLES

## PREFERRED STRUCTURE

The members of the Board should aspire to work together and meet regularly to plan events that are designed to engage alumni and to promote IE values.

The Committee Members should reflect the diversity of our Alumni demographics.

We highly recommend that each of them choose the role in which they can be most useful so that we avoid any one leader becoming overwhelmed with tasks.

## TERM

The Club Leaders usually serve two-year terms. They act as ambassadors of IE, on and off campus. Therefore, good behavior must be adhered in accordance with the principles and values of IE.

## PRESIDENT

### 01.

- Leads the club to set and achieve their goals and expectations.
- Organizes regular committee meetings and encourages accountability of work.
- Completes the Annual Report of club activities.
- Maintains active and regular contact with IE by keeping them up to date on club activities and progress.
- Encourages alumni to join the club and thus improve participation and growth.

## VICE PRESIDENT

### 02.

- Assists the President in leading and coordinating committee meetings.
- Provides leadership and coordination for specific events.
- Fills in for the President when s/he is unable to attend events.
- Oversees the club budget and keeps detailed records of all financial transactions.

# TYPE OF ROLES

## COMMUNICATIONS

03.

- Seek to increase the awareness of the benefits, services and networking opportunities available to the alumni in their region to encourage a bigger and better level of participation in events organized by the club.
- Marketing and publicizing events and activities, updating club information on the platform le Connects and social media.

## EVENTS

04.

- The Events Coordinator leads the organization and implementation of all events hosted by their alumni club.
- Has a calendar of events mapped out well in advance to allow for sufficient preparation time and to engage as many club members as possible.
- Devise interesting and relevant events that will be of professional and/or personal interest to your network.
- The logistical planning such as choosing a venue, speaker, theme etc.

## IDENTIFY VOLUNTEERS

05.

- Get to know your club members and engage them as volunteers to support the club's mission and activities. (*These relationships may be immediate or take time to nurture.*) This can be done in several ways: through surveys, in person conversations at events, to find out what kinds of interests they have and involve them accordingly.
- Welcome new graduates into the club and share with them the benefits of getting involved.

## ADVISOR

06.

- The club can nominate an advisor, a senior profile with a strong network to enable connections, strategic input on content of events, and other areas where he/she can support with their experience.

# CLUB LEADERS

## BEST PRACTICES TO SELECT CLUB LEADERS

When we are in the active process of looking for new IE Alumni Club leaders, we are always delighted to receive suggestions and input from other IE stakeholders (IE Program Managers, IE International Offices, the IE Young Alumni Team, the current club leaders, etc.).

Potential Candidates: we value alumni that have provided significant help on events, have shown a genuine interest in the role, and have proved particularly engaged with IE.

## TRANSITION

To maximize the potential for alumni involvement it is strongly recommended that clear succession planning be put into place. Good transition and support is needed for the new team to be successful.

The steps we need to take:

- Share materials and/or best practices with incoming Club Committee.
- Global Alumni Relations will support in enabling a smooth transition between outgoing and incoming Committee Member and thank them accordingly.

# ALUMNI CLUB EVENTS

## Guidelines for Club Events

- Try to hold a diverse range of events during the year.
- Survey the alumni community to get a feel for what they want (you can request sample surveys from Global Alumni Relations to help get started).
- Decide logistics such as date, time, event type etc. early on.
- Give advanced notice as the earlier you inform your alumni the more likely they are to schedule their calendars and ultimately participate.
- Reach out to people through a range of channels.
- Promote your event.
- Consider co-hosting events with other chapters of clubs in your country or globally (online or face to face).

## Types of Events

Choose what kind of event you want to run.

## Global Network for Advanced Management

is made up of 30 leading business schools and we can connect you to them!

# GAMIFICATION SYSTEM & REWARDS FOR TOP ALUMNI CLUBS

The more active you are in [IE Connects](#), the more visibility your club will have for all alumni connecting to the platform.

Every time you use IE Connects, the club will gain points. For example, when you create an event, co-hosted events, send emails, upload photos, speakers...

## **We will recognize the good work done by our club leaders:**

- The number of club activities per year
- All your club information is up to date in IE Connects (events, news...)

# COMMUNICATION

## 01. IE CONNECTS

Create and manage all activities organized by the club in the IE Connects Platform [ieconnects.ie.edu](http://ieconnects.ie.edu)

Click [here](#) to go to the IE Club Officer's Guide

## 02. EMAIL

Email is another excellent tool for communication—both with members and with non-members. You can use IE Connects to send multiple mails to the alumni in your area. Tips for broadcast emails:

- Keep the body of your emails brief and upbeat.
- Always include the Club's website URL, if available.

## 03. SHARE A POST

You can also interact and share with all your members by posting on the group feed and adding photos, documents, links, and polls to your posts.

## 04. ALUMNI DIRECTORY

It is a good way to keep alumni connected to each other, which contains contact information of our alumni all around the world such as their email addresses, job position, and current location.

05. If your club needs an email account, contact us to obtain one. Every IE Alumni Club must use the official club email account for internal and/or external communication.

# CLUB RESOURCES PROVIDED BY GLOBAL ALUMNI RELATIONS

## EVENT ORGANIZATION SUPPORT

- **Leadership support** and advice on conferences, treks & competitions – scheduling, venues, speakers and promotions.
- **Be the link between your club and the various departments** around school to leverage its already existing network.
- **Assistance with event promotion** through various channels including our social media accounts.
- **Advice on protocol** when contacting external speakers and sponsors.
- **Provide support** in any substantial issue that arises in your club or event.

## IE CLUB LOGO

- IE Marketing Department creates unique logos for each club, according to IE corporate brand requirements. This logo will acknowledge the club as an official alumni club at IE. No elements of the logo should be modified.
- Check out the [IE Logos](#)

# OUR REGIONAL ALUMNI & CAREERS TEAM

DACH & BENELUX - [Sabine.Pivoz@ie.edu](mailto:Sabine.Pivoz@ie.edu)

MIDDLE EAST & AFRICA - [Maneli.Shojaei@ie.edu](mailto:Maneli.Shojaei@ie.edu)

LATAM - [Rodrigo.Roa@ie.edu](mailto:Rodrigo.Roa@ie.edu)

INDIA - [Geeta.mittal@ie.edu](mailto:Geeta.mittal@ie.edu)

CHINA - [Mingzhi.zheng@ie.edu](mailto:Mingzhi.zheng@ie.edu)

NORTH AMERICA - [Catherine.defazio@ie.edu](mailto:Catherine.defazio@ie.edu)

# FINANCING YOUR CLUB

Clubs can charge members a membership fee for attending an events through the IE Connects Platform.

Look out for possible sponsors who can help with the costs

If a club needs to book a classroom in IE Campus, please contact the Global Alumni Relations team.

If a club requires use of specific materials to develop its activity or additional costs, please contact us.



# FAQs

## Events

### **How many events do we recommend the Club leaders organize annually?**

Three or four events per year would be the optimum number in order to devote sufficient organisation time and publicise each event to the alumni network.

### **What kind of events can a club organise?**

Global Alumni Relations (GAR) encourages clubs to organise events of a professional nature, combining both networking and knowledge. [More information](#)

### **How do we find an official speaker for our club event?**

A speaker could be an alumni member who attends our events, a visiting professor, or someone from your network who has relevant industry knowledge to share. If you need any help or more information, you can contact us at [alumni@ie.edu](mailto:alumni@ie.edu).

### **How do I locate a venue for my event?**

First of all, you should determine the type of event and number of attendees you expect to come. It is common for other alumni to want involvement in the process and thus there may be a chance to use their company workspaces for an event.

### **What kind of events do the IE regional offices organise?**

The regional offices organize Master Class events in which they invite all alumni and candidates from the area. It is important to coordinate your club and office events to avoid clashes.

# FAQs

## Communication

### **Where can I publicise my club events?**

On our platform [ieconnects.ie.edu](https://ieconnects.ie.edu) each club has their own personal page where you can create an event and have alumni and students register for it on this same page.

### **Can I send emails to the alumni in my region?**

You can send an email to alumni club members through the platform [ieconnects.ie.edu](https://ieconnects.ie.edu)

### **What modes of communication does my club have at their disposal?**

As well as the club webpage, the club leaders can create a Facebook, Whatsapp or LinkedIn group all depending on the needs and demands of our alumni.

### **Can I contact other club leaders?**

We highly recommend that you get in touch with other clubs to understand what it is they do, learn about their experiences and discuss what they do when visiting other regions. You will be part of our private Group “IE Alumni Club Leaders Group” in IE Connects. If you need any help or more information, you can contact us at [alumni@ie.edu](mailto:alumni@ie.edu).

## Alumni Data

### **Can I obtain a list of the alumni in my region?**

Yes. One of the club leaders just needs to sign a non-disclosure and data protection form in order for one of the GAR team to make this list available to you.

### **How can an alumni member update their information?**

An alumni member can update their information using the platform IE Connects.



**THANK YOU!**

[www.alumni.ie.edu](http://www.alumni.ie.edu)  
[alumni@ie.edu](mailto:alumni@ie.edu)  
915-689-621