IE ALUMNI CLUBS

BEST PRACTICES GUIDEBOOK

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IE ALUMNI CLUBS BASICS

Objectives

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

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.

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IE ETHICS CODE

Our Core Values

As a diverse global community, IE embraces honesty, fairness, and respect to others. IE ethical standards apply to all members of the IE Community, including alumni, students, faculty and staff.

Alumni Clubs and its constituents, as representatives of the IE brand globally, must adhere to the IE ethical standards, in all activities whether face-to-face or digital, as outlined in:

1. [Non-Discrimination and Anti-Harassment Policy](#)

2. [IE Connects Code of Conduct](#), for all users of the digital platform "IE Connects"

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GOVERNANCE

Stakeholder Coordination

Alumni Clubs are an integral part of a larger IE eco-system and will be expected to engage collaboratively with different stakeholders. Most often, our **network of IE offices, Directors of Alumni and Careers and the Global Alumni Relations Team. Collaboration examples** include (but not limited to):

• Providing reasonable advanced notice on event planning/logistics to leverage synergies across stakeholders (IE Leadership, Faculty, Prospective Students, Current Students, Alumni and/or Corporate Partners).

• Aligning on quarterly calendar, with a diversity of event topics/speakers to ensure content represents the IE values, community interests, and is agnostic to propaganda.

• Obtaining budget pre-approval for events to ensure payments and reimbursements adhere to IE internal processes and procedures. Our Directors of Alumni and Careers will receive an annual budget for the alumni clubs in the region.

• Co-creating invite lists and communications to maximize inclusion of different stakeholders across IE.

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GOVERNANCE

Branding & Communications

Communications requests

Email requests

We have a process via Service-Now for email requests. IE offices and/or Directors of Alumni and Careers need to request through IE Service-Now at least 15 days before the intended sending date. Please note that all the required information, along with a subject line and an HTML file and/or creatives and email text, must be provided to process the request:

- Desired Segmentation (region, program, graduation year, language preference, etc)

- Desired Timing

- High level summary of the reason for sending the email (to promote an event, two events, etc)

- Subject Line, Text, and Sender

- Creatives

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GOVERNANCE

Branding & Communications

Social Media Requests

Request can be submitted via e-mail at alumni@ie.edu at least 72 hours before the intended posting date. Please provide the following:

- The name of the club and the information of the event.

- A relevant creative (jpeg or png file.)

- Text (including tags/hashtags and mentions requirements.)

- Desired Social Media Platform (Instagram or Linkedin.)

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GOVERNANCE

Branding & Communications

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

New requests can be submitted via e-mail at alumni@ie.edu.

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MEMBERSHIP

CLUB LEADERS

A minimum of 2 and a maximum of 6 leaders are recommended. Club leaders will be selected by IE in partnership with the corresponding club. Each club leader must have a clear outline and understanding of their responsibilities from the onset. We encourage the club leaders to devise these in line with the objectives of the club.

CLUB MEMBERS

All IE community—students, alumni, staff, faculty—are welcome to become members of IE Clubs.
To join a club visit ieconnect.edu.

NEW ALUMNI CLUB PROPOSAL

First, define the area of interest and the objectives of the suggested club. Make sure that the purpose of the club is engaging, dynamic, and reflective of your interests and of IE values. Make sure the purpose of the suggested club does not overlap the purpose of any existing club. If there are common interests with any existing club we recommend to contact the leaders of the existing club and look for opportunities to cooperate and collaborate before creating a new club.
To create a new Alumni club, please make your proposal using this form.

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MEMBERSHIP
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.

Terms

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.

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MEMBERSHIP
Type of Roles

President

- 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

- Assists the President in leading and coordinating Committee meetings.

- Provides leadership and coordination for specific events.

- Fills in for the President when they are unable to attend events.

- Oversees the club Budget and keeps detailed records of all financial transactions.

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MEMBERSHIP
Type of Roles

Communications

- Seek to increase the awareness of the benefits, services, and networking opportunities available to the alumni in their region, to encourage a bigger and a better level of participation in events organized by the club.

- Marketing and publicizing events and activities, updating club information on the IE Connects platforms and on social media channels.

Events

- The Events Coordinator leads the organization and implementation of all events hosted by their alumni club.

- Maps out in advanced a calendar of events 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 their network.

- Events logistical planning: choosing a topic, finding a venue, contacting speaker, etc.

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MEMBERSHIP

Type of Roles

Volunteers

- Engage the club members as volunteers to support the club's misison and activities (these relationships may be immediate or may take time to nurture.) Engagement can be done in several ways, including surveys and conversations during events.

- Welcome new graduates into the club and share with them the benefits of getting involved.

Advisors

- 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.

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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, 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.

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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 <u>event</u> you want to run.

<u>Global Network for Advanced Management</u> is made up of 30 leading business schools and you can connect with them <u>here</u>!

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ALUMNI CLUB EVENTS

Gamification System & Rewards for Top Alumni Clubs

The more active you are in <u>IE Connects</u>, 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 Recognize the Good Work Done by Our Club Leaders!

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

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COMMUNICATION

IE Connects

Create and manage all activities organized by the club in the IE Connects Platform.

The Alumni Directory in IE Connects is a good way to keep alumni connected to each other, with contact information of our alumni all around the world such as their email addresses, job position, and current location.

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.

Go to the IE Club Officer's Guide

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COMMUNICATION

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.

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.

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SUPPORT

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.

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FINANCING

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.

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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 organization time and to publicize each event to the alumni network.

What kind of events can a club organize?

Global Alumni Relations (GAR) encourages clubs to organise events of a professional nature, combining both networking and knowledge. Click here For 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.

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.

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FAQs

What kind of events do the IE regional offices organize?
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.

Communications

Where can I publicize my club events?
On our platform IE Connects 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 IE Connects.

What modes of communication does my club have at their disposal?
As well as the club webpage, the club leaders can create a Facebook or Whatsapp group, all depending on the needs and demands of our alumni. We also encourage the creation of club groups on IE Connects, where all club events should be hosted and publicized.

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FAQs

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.

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 platfom IE Connects.

![ie UNIVERSITY ALUMNI logo]

THANK YOU!

www.alumni.ie.edu
alumni@ie.edu
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