Certified Advancement Practitioner Training

Alumni and Community Relations

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| **Course Description** | The Alumni and Community Relations course outlines the basic principles underpinning contemporary practice and standards in alumni engagement and community relationship management. The course is particularly relevant for people working in Alumni and Development roles. The Alumni and Community Relations course will equip you with practical skills for career advancement and is suitable for beginner to intermediate-level practitioners within the field.This course is presented in a ‘blended’ format, consisting of independent online learning (approx 30hr) and attendance at a one-day face-to-face training program. |
| **Learning Objectives** | At the end of this course you will be able to:* Discuss the importance of engaging students and young alumni with programs to encourage greater future alumni engagement
* Identify strategies and structures to ensure and encourage alumni engagement
* Develop publications and communications with effective branding and content targeted to alumni
* Identify the potential benefits and drawbacks of the different communication methods
* Recognise the importance of accurate and up-to-date alumni database systems
* Identify and develop an effective approach to planning and delivering alumni events (eg career services, clubs, chapters and affinity groups) including harnessing the support of alumni
* Identify the best practice approach to fundraising from alumni
* Identify the potential legal and privacy issues surrounding the governance of alumni association
* Outline and discuss the most effective and efficient governance structures to ensure alumni associations are aligned and working with institutional management and governance
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| **Cost** | Educate Plus Members (all membership types) $454.55 + $45.45 GSTNon-Members - No membership, thank you $727.27 + $72.73 GSTNon-Members - Please include $300 full membership $754.55 + $75.45 GST |
| **Course Structure & Dates** | The Alumni course consists of two compulsory components – Completion of online coursework and attendance at a one-day face-to-face training program.1. Online coursework
* The online learning component consists of assigned readings and five short videos for you to view. You have a set of assessment questions to attempt based on your understanding of the content covered in the readings and videos.
* You must submit your assessments for grading by**Friday 26 April 2019 (extensions will be granted for late registrants)**.
* The online learning component **must** be completed before you attend the face-to-face training.
1. One-day face-to-face training
* The face-to-face training will be held on **Friday 3 May 2019** at the **Hotel Grand Chancellor, Brisbane**.
* Full details about the face-to-face component will be sent to you in due course, including the program for the day, and information on accommodation and transport, etc.
* **Please note:** Accommodation and flights for the face-to-face training are **NOT**included in the course registration fees.
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| **Learning Hours** | Independent online learning – approximately 30 hoursOne-day face-to-face training  |
| **Assessment** | You are expected to complete a series of assessment questions based on your understanding of the online coursework. The assessment must be submitted prior to the one-day face-to-face training. |
| **Attendance Requirement** | Compulsory attendance at the one-day face-to-face training. |
| **Learning Materials & Readings** | As part of your course, you will be provided with all learning materials which may include book chapters, presentation videos, journal articles, and other relevant resources. You can access these materials via the Educate Plus learning management system (LMS). You will receive access to the LMS upon enrolment. |
| **Content** | The online coursework covers the following topics:1. Strategic Planning
2. Alumni Communications & Publications
3. Data Management
4. Harnessing Support of Alumni & Segmentation
5. Social Media Engagement
6. Students as Future Alumni
7. International Alumni Programming
8. Alumni Communications and Publications
9. Events and Reunions

The one-day face-to-face training will build upon the theories and concepts covered in the online coursework, and include presentations on the following topics by senior Advancement practitioners/consultant:1. Alumni Engagement – Segmentation, Strategies and Engagement
2. Alumni Activities – career services, clubs, chapters and affinity groups
3. Legal Entities, Relevant Tax Issues, Structures and Governance
4. Alumni Fundraising and Annual Giving
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| **Contact** | For further information and any other queries, please contact **Mariya Mustan** – **Education and Training Manager** at mariya@educateplus.edu.au. |

