

Certified Advancement Practitioner

Self-Paced Training

Alumni and Community Relations

Course Description	<p>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.</p> <p>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.</p> <p>This course is run entirely by experienced practitioners from within the Educate Plus fraternity.</p>				
Learning Objectives	<p>At the end of this course, you will be able to:</p> <ul style="list-style-type: none"> ● 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 (e.g. career services, clubs, chapters and affinity groups) including harnessing the support of alumni ● Identify the best practice approach to fundraising from alumni ● How to engage alumni through social media – best practice ● How to engage Young alumni 				
Cost	<table style="width: 100%; border: none;"> <tr> <td style="width: 60%;">Educate Plus Members (all membership types)</td> <td style="text-align: right;">\$300 GST inclusive</td> </tr> <tr> <td>Non-Members</td> <td style="text-align: right;">\$600 GST inclusive</td> </tr> </table> <p>(This includes full individual membership valued at \$ 315)</p>	Educate Plus Members (all membership types)	\$300 GST inclusive	Non-Members	\$600 GST inclusive
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Learning Hours	<p>This course requires approximately 30 hours of independent online learning for the pre-course work and approximately 4 hours of viewing 2021 training recordings.</p>				
Assessment	<p>You are required to complete to Part 1 and Part 2 of the online course work to fulfil your training requirement.</p>				
Completion Requirement	<p>Confirm that you have watched all the 2021 training recordings by emailing Sona at sona@educateplus.edu.au.</p>				

Course Structure & Dates	<p>The Alumni course consists of two compulsory components – Completion of online coursework and viewing the 2021 training recordings.</p> <ol style="list-style-type: none"> 1. Online coursework <ul style="list-style-type: none"> ● 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 2. 2021 Training Recordings <ul style="list-style-type: none"> ● There are 5 training recordings which are maximum 1 hour in length individually.
Content	<p>The online coursework covers the following topics:</p> <ol style="list-style-type: none"> 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 <p>The video recordings will build upon the theories and concepts covered in the online coursework, and include presentations on the following topics by senior Advancement practitioners/consultant:</p> <ol style="list-style-type: none"> 1. Alumni Engagement – Segmentation, Strategies and Engagement 2. Alumni Activities – career services, clubs, chapters and affinity groups 3. Marketing and Social Media – how to engage alumni 4. Engaging YOUNG alumni
Contact	<p>For further information and any other queries, please contact Sona Swindley – Events and Training Manager at training@educateplus.edu.au.</p>