

1.0 POLICY STATEMENT

- 1.1 MacEwan University (the “University”) recognizes that Alumni are its greatest legacy and ambassadors, and as such the University is committed to supporting their continued growth, celebrating their achievements, and strengthening their connection to the University – as volunteers, returning students, employees, advocates, donors and mentors.

Through principled management of Alumni information, the University is committed to building lifelong relationships with Alumni. MacEwan University Alumni have a formal opportunity to engage on relevant issues and University matters through the MacEwan University Alumni Association and Alumni Advisory Council.

2.0 PURPOSE

- 2.1 This policy provides a shared definition of Alumni for the University.
- 2.2 This policy identifies Alumni and Development as responsible for 1) the coordination of Alumni communications and engagement activities on behalf of the University, and 2) the management and maintenance of Alumni information.
- 2.3 This policy outlines the University’s participation in Affinity Partnerships available to Alumni.

3.0 APPLICABILITY

- 3.1 This policy applies to all Students who meet the definition of Alumni.

4.0 DEFINITIONS

Alumni

Alumni are defined as persons who have received:

- a ministry approved credential;
- a professional development certificate;
- a certificate of achievement with support from Inclusive Post-Secondary Education; OR
- have successfully completed 30 credits of a formal transfer program from the University.

Alumni Advisory Council

The Alumni Advisory Council (AAC) is the representative body of the Alumni Association.

Alumni Advisory Council Member

Alumni Advisory Council Member refers to the members of the Alumni Advisory Council appointed pursuant to the MacEwan University Alumni Association Charter.

Alumni Association

The MacEwan University Alumni Association in which all individuals who are Alumni according to the University Alumni policy are members.

Alumni Engagement

Alumni Engagement provides opportunities for the extension of services and benefits to Alumni, and includes communications related to institutional information, invitations to events, mentorship opportunities, recognition of achievements, and awareness of volunteer efforts.

Alumni Office

The Alumni Office refers to the administrative group at the University responsible for Alumni relations.

Affinity Partnerships

External partners/businesses who offer Alumni the opportunity to indirectly support the University while benefiting from value-added personal services. Affinity partners may provide funding to the University in support of Alumni initiatives and programs.

Alumni Record

Upon meeting the criteria to become an Alumni, the Student Record becomes an Alumni Record.

Inclusive Post-Secondary Education

Inclusion Alberta partners with post-secondary institutions across the province to include students with developmental disabilities to participate in regular programs of study and campus life.

Ministry Approved Credential

A Baccalaureate degree, Applied degree, Diploma, Certificate, Post-diploma certificate, Post-basic certificate, Post-degree certificate or Post-degree diploma awarded for a program, which has received Ministry Approval.

Professional Development Certificate

Any Professional Development Certificate or Certificate of Achievement offered through the School of Continuing Education or Faculty of Nursing.

Student

An individual enrolled in a course offered by the University.

Student Record

Refers to any record in any format (papers, database, or electronic) that contains individual student information of a personal, academic or disciplinary nature.

Transfer Program

A program in which a Student completes course work towards a degree program offered by another post-secondary institution in which a transfer agreement is in place. This includes current and future transfer programs offered by the University.

5.0 POLICY ELEMENTS

5.1 University Responsibilities

- 5.1.1 The University will support Alumni and Development to enhance Alumni Engagement opportunities by ensuring proper technical expertise and supports are in place to manage and maintain Alumni data and information.
- 5.1.2 The University will be proactive in establishing Alumni Engagement opportunities, including:
 - 5.1.2.1 incorporating Alumni into strategic plans;

5.1.2.2 inviting Alumni representatives to participate on internal and external committees; and

5.1.2.3 extending university benefits and services to Alumni where possible.

5.2 Alumni and Development Responsibilities

5.2.1 Alumni and Development is responsible for:

5.2.1.1 strategically managing and coordinating communications with Alumni audiences that are aligned with University priorities, and promote continued positive engagement with the University;

5.2.1.2 establishing opportunities to promote Alumni Engagement, activities, events and communications; and

5.2.1.3 establishing Affinity Partnerships, benefits and services available to Alumni.

5.3 Information Tracking and Retention of Records

5.3.1 The Office of the University Registrar (OUR) is responsible for providing Student Records to Alumni and Development in a timely fashion upon the criteria of Alumni status being met, and providing continued updates to Alumni Records as they become available.

5.3.2 Alumni and Development oversees the maintenance and management of Alumni records as outlined within university policies related to:

5.3.2.1 updates to Alumni Records (name changes, address changes, e-mail updates, career information and the like);

5.3.2.2 do not contact list management and tracking; and

5.3.2.3 managing appropriate data sharing with the institution and affinity partners.

5.4 MacEwan University Alumni Association

5.4.1 The MacEwan University Alumni Association is an unincorporated association which has been recognized by the Board of Governors of Grant MacEwan University as a part of the University and representing Alumni of the University. The Association is represented by the Advisory Council.

5.5 Alumni Advisory Council

5.5.1 The Alumni Advisory Council offers guidance on Alumni Engagement activities in an effort to build and strengthen mutually beneficial relationships between Alumni and their University.

5.5.2 Appoints or provides advice for the appointment of Alumni representatives to the councils and committees as required by the Post-Secondary Learning Act, in addition to various university committees.

6.0 ASSOCIATED PROCEDURES

- Student Information Updates and Procedures in OUR
- Frequency of data sharing updates from OUR to Alumni and Development

7.0 RELATED POLICIES, FORMS, AND OTHER DOCUMENTS

- MacEwan University Alumni Association Charter
- Distinguished Alumni Award
- Code of Conduct
- Management of Student Records and Information
- Credentials
- Graduation
- Death of a Student
- *Alberta Freedom of Information and Protection of Privacy Act*
- *An Act to promote the efficiency and adaptability of the Canadian economy by regulating certain activities that discourage reliance on electronic means of carrying out commercial activities, and to amend the Canadian Radio-television and Telecommunications Commission Act, the Competition Act, the Personal Information Protection and Electronic Documents Act and the Telecommunications Act (CASL)*

8.0 ACCOUNTABILITY

Policy Sponsor

Vice-President, University Relations

Responsible Office

Alumni and Development

9.0 HISTORY

Relevant Dates

Approved: **21.06.03**

Effective: **21.06.03**

Next Review: **26.06**

Modification History

09.04.07: New Policy – In June 2007 the former independent Alumni Association was disbanded and the University created a new Student Services department: Alumni Relations and Services. Policy approved 09.04.07 By Board Motion 01-04-07-2008/09.

09.10.08: Terminology updated to reflect name change to Grant MacEwan University. Approved by Board Motion 01-10-8-2009/10

10.12.09:	Related policy numbers updated to reflect changes to E Policy Taxonomy. Policy E6035 Alumni Relations and Services changed to E5255 Alumni Relations and Services
17.09.28:	Policy comprehensively revised including revised definition of Alumni. Approved by Board Motion 02-09-28-2017/18.
19.05.23:	Policy comprehensively revised to account for an Alumni Association and make other consequential revisions. Approved by Board Motion 02-05-23-2019.
21.06.03:	Policy revised to add Inclusive Post-secondary Education students to the definition of Alumni and make other minor revisions. Approved by Board Motion #01-06-03-2020/21.