



## INFORMATION

### SET-UP & SUPPORT OF A PROFESSIONAL ALUMNI GROUP

This manual gives advice in 10 steps on how to set up your professional alumni group and how to keep alive. According to subject and preconditions, differences may occur.

<p><b>1. General information</b></p>	<ul style="list-style-type: none"> <li>• <b>Target group:</b> interested former and current students, staff, lecturers and visiting researchers of Heidelberg University.</li> <li>• <b>Main idea:</b> set-up a group to maintain and intensify the ties among the alumni as well as to the alma mater; Provide a platform for a regular professional exchange, not limited to a specific area or topic; Distribute expertise and experiences to current students at your department.</li> <li>• <b>First:</b> together with HAI check the situation at your department/institute: Are there already any alumni activities going on? Is a departmental support possible? Name a contact person.</li> <li>• <b>Precondition: Use of the online platform HAI.net</b> <ul style="list-style-type: none"> <li>- Digital platform for professional and other groups within HAI</li> <li>- Fast and simple group management</li> <li>- Easy and fast communication</li> <li>- Easy organization &amp; announcement of events/activities</li> <li>- Calendar, picture gallery, discussion forum</li> </ul> </li> </ul> <p>→ <a href="https://alumniportal-heidelberg.de/">https://alumniportal-heidelberg.de/</a></p>
<p><b>2. Presentation of the group in HAI.net</b></p>	<ul style="list-style-type: none"> <li>• <b>Welcoming text:</b> <ul style="list-style-type: none"> <li>- Group's introduction: target group, idea and content</li> <li>- Aim: What should be achieved with this group?</li> <li>- What does the group offer? Services, advantages, possibilities for the members?</li> <li>- Name a contact person/group manager</li> <li>- Insert a link to the website of the university department and other cooperating entities as well as social media pages</li> <li>- The welcoming text is also visible for non-members and as such the first impression of and advertisement for the group!</li> </ul> </li> <li>• <b>Welcoming picture:</b> <ul style="list-style-type: none"> <li>- Send us a picture e.g. of your department or else representing the group – we'll upload it for you in HAI.net</li> </ul> </li> </ul>
<p><b>3. A full group page always looks good</b></p>	<ul style="list-style-type: none"> <li>• <b>Use the pin board and "Forthcoming events"</b> in HAI.net: post varying interesting news and information to offer an incentive for the members to login</li> </ul>

<p><b>4. Keep eyes and ears open – announcing activities/events</b></p>	<ul style="list-style-type: none"> <li>• Announce <b>your activities/events</b> in the HAlnet group <ul style="list-style-type: none"> <li>- In the discussion forum,</li> <li>- On the pin board or</li> <li>- In „Forthcoming Events“</li> </ul> </li> <li>• Announce <b>activities of your department</b> (talks, lectures, excursions, exhibitions, ...) in the HAlnet group <ul style="list-style-type: none"> <li>- In the discussion forum,</li> <li>- On the pin board or</li> <li>- In „Forthcoming Events“</li> </ul> </li> <li>• Post <b>events</b> not organised by your department but still <b>of interest for your members</b> in the HAlnet group <ul style="list-style-type: none"> <li>- In the discussion forum,</li> <li>- On the pin board or</li> <li>- In „Forthcoming Events“</li> </ul> </li> </ul>
<p><b>5. Organize events/ activities yourself</b></p>	<ul style="list-style-type: none"> <li>• <b>Is a talk coming up</b> at your department? Invite your members for a small drink afterwards!</li> <li>• <b>You are planning</b> an event for your current graduates? Ask your alumni if they want to support you!</li> <li>• For calendar postings (both, your own and external events) make use of the <b>registration function!</b></li> </ul>
<p><b>6. Let HAlnet help you</b></p>	<ul style="list-style-type: none"> <li>• <b>Don't waste</b> your time with annoying mailing lists: Send a message to every group member via HAlnet – with just one click it's done.</li> </ul>
<p><b>7. Looking for headlines – use HAlnews or HAlife!</b></p>	<ul style="list-style-type: none"> <li>• You have <b>exciting news from your group</b> or are preparing a bigger activity/event? Talk to us! We always look out for interesting news for our category “Professional Networks” in our publications.</li> </ul>
<p><b>8. Summaries – let others know how engaged your group is!</b></p>	<ul style="list-style-type: none"> <li>• <b>Present</b> your activities/events with pictures and short summaries in HAlnet!</li> </ul>
<p><b>9. Involve the departmental student committee and students</b></p>	<ul style="list-style-type: none"> <li>• <b>You have</b> a committed departmental student committee? Involve your students in the alumni work for a mutual advantage: create links between alumni and students.</li> <li>• <b>Organize</b> together with your departmental student committee a lecture series e.g. on the topic „Graduation – what now?“ together with your alumni as experts and contacts!</li> </ul>
<p><b>10. Encourage your own members!</b></p>	<ul style="list-style-type: none"> <li>• <b>Your group only exists because of its members:</b> Encourage your group members to actively engage in it and get involved – both, locally at activities and online in your HAlnet group!</li> </ul>

**We're happy to give advice and support you!**

For questions please send us an e-mail to [fachgruppen@alumni.uni-heidelberg.de](mailto:fachgruppen@alumni.uni-heidelberg.de).

Support and ideas are also available online in the HAlnet group for group managers at <https://alumniportal-heidelberg.de/groups.aspx?q=64>.

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