



## INFORMATION

### SET-UP OF AN INTERNATIONAL ALUMNI GROUP

This manual explains all necessary steps which are to be considered for the set-up of an international alumni group. According to the country and preconditions, differences may occur.

➤ <b>FOR WHOM?</b>	<ul style="list-style-type: none"> <li>• International groups address interested current and former students, staff, lecturers and visiting researchers of Heidelberg University from all disciplines (contrary to a professional alumni group)</li> </ul>
➤ <b>WHY?</b>	<ul style="list-style-type: none"> <li>• Social, professional and scientific networking</li> <li>• Emotional recollection</li> <li>• Attractive range of services</li> <li>• Keep in touch with fellow students, the University and the town</li> </ul>
➤ <b>BEFORE HAND?</b>	<p>Clarify the situation in your country together with HAI:</p> <ul style="list-style-type: none"> <li>• Distribution of people (regions, disciplines, age)</li> <li>• Contact possibilities (e-mail vs. letter)</li> <li>• Existing infrastructures &amp; possible advertisement for the initiative</li> </ul> <p>Afterwards:</p> <ul style="list-style-type: none"> <li>• Approaching the target group &amp; announcement of the initiative</li> <li>• Planning of the first meeting</li> </ul>
➤ <b>FIRST MEETING</b>	<p>Meeting – collect ideas &amp; wishes – next steps</p> <ul style="list-style-type: none"> <li>• Expectations of the participants towards the group &amp; the University</li> <li>• Identification of people who wish to participate actively and take on responsibility or tasks in the group</li> <li>• Naming at least 2 persons as interface to Heidelberg and as contact persons for local interested people (use of an @alumni.uni-heidelberg.de e-mail address)</li> <li>• Answering of the <b>IMPORTANT QUESTIONS</b></li> <li>• Agreement on the group structure</li> <li>• Agreement of the first/next steps (next meeting, work orders, announcement of the idea, etc.)</li> <li>• Identification of the instruments for communication (HAI data base, group in HAI-net, mailing list of the participants)</li> </ul>
➤ <b>GROUP IN HAI-net!</b>	<ul style="list-style-type: none"> <li>• University online platform for all network members &amp; groups</li> <li>• Easy communication between the members</li> <li>• Organization &amp; announcements of events &amp; pictures</li> <li>• Fast &amp; easy group administration</li> </ul> <p>➔ <a href="https://alumniportal-heidelberg.de/">https://alumniportal-heidelberg.de/</a></p>

<p>➤ <b>IMPORTANT QUESTIONS</b></p>	<ol style="list-style-type: none"> <li>1. What is the group's goal? What are the members' wishes? (Professional/social networking; Event management; Promotion tool for Heidelberg University; loose/official group...)</li> <li>2. What type of group should it be? What are the members' wishes? (loose, informal initiative / official alumni club)</li> <li>3. Are a regular's table/an association common or unusual in this region? (What impact does which type of group have?)</li> <li>4. What impact does the regional association's law have? (Is there a need for a lawyer for the official founding? Can this task be taken on by a member?)</li> <li>5. Are there costs for the founding or follow-up costs?</li> </ol> <p>➔ Considering the prior points, what type of group would be suitable?</p>
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## POSSIBLE TYPES OF GROUPS & ACTIVITIES

	ALUMNI INITIATIVE	ALUMNI-CLUB
➤ <b>WHAT?</b>	<ul style="list-style-type: none"> <li>• Informal, regular meetings in the country (interdisciplinary)</li> <li>• Not necessarily integrated in a group or club</li> <li>• Easy group management</li> </ul>	<ul style="list-style-type: none"> <li>• Official representation of Heidelberg alumni in the country</li> <li>• Structure: persons with tasks and responsibilities</li> <li>• Official contact of Heidelberg University in the country</li> </ul>
➤ <b>OFFICIAL FOUNDATION</b>	<ul style="list-style-type: none"> <li>• Not necessary</li> <li>• With HAI: establishment of administrative basics (set up group in HAI-net &amp; E-Mail-address, inform people...)</li> </ul>	<ul style="list-style-type: none"> <li>• Statute's elaboration according to customary guidelines</li> <li>• Definition „rights &amp; duties“ towards Heidelberg University</li> <li>• Coordination with HAI</li> <li>• Cooperation agreement with the university</li> <li>• Founding event</li> </ul>
➤ <b>WHERE?</b>	<ul style="list-style-type: none"> <li>• Restaurant, Café...</li> <li>• Lecture, exhibition, museum...</li> </ul>	<ul style="list-style-type: none"> <li>• Ideally: activities spread over the country, as many members as possible included</li> </ul>
➤ <b>HOW?</b>	<ul style="list-style-type: none"> <li>• Arrangement via HAI-net</li> <li>• Invitations via mail from HAI to people in the region</li> <li>• Close consultation with HAI</li> </ul>	<ul style="list-style-type: none"> <li>• Regular activities – ideally: countrywide or rotating in different cities</li> <li>• Arrangement via HAI-net</li> <li>• Invitations via mail from HAI to people in the region</li> <li>• Close consultation with HAI</li> </ul>
➤ <b>FUTURE!</b>	<ul style="list-style-type: none"> <li>• Ideally: regular meetings to keep the contact alive</li> <li>• If successful, an initiative can become an official club</li> </ul>	<ul style="list-style-type: none"> <li>• Regular activities</li> <li>• Set-up of regional chapters (regional representations)</li> <li>• Recruitment of new members</li> <li>• Recruitment of students and scientists</li> </ul>



## INFORMATION

# SUPPORT OF AN INTERNATIONAL ALUMNI GROUP

This manual gives advice about how to keep your international alumni group alive and active in 10 steps. According to the country and preconditions, differences may occur.

<p>1. <b>General Information</b></p>	<ul style="list-style-type: none"> <li>• <b>Target group</b> = interested current and former students, staff, lecturers and visiting researchers of Heidelberg University</li> <li>• <b>Main idea:</b> The group is FOR the interested people in a specific country and is supposed to strengthen their relation among each other as well as to their Alma Mater. At the same time current (exchange) students from or to the country shall get in contact with the group and foster ties with the HAI network and the university as early as possible – what could be interesting for these two groups, what could be important for them?</li> <li>• <b>Use HAI!</b> <ul style="list-style-type: none"> <li>– Easy communication between members</li> <li>– Fast and simple group organization</li> <li>– Easy organization &amp; announcement of events as well as publication of photos</li> </ul> </li> </ul> <p>➔ <a href="https://alumniportal-heidelberg.de/">https://alumniportal-heidelberg.de/</a></p>
<p>2. <b>Improvement of the group's presentation in HAI!</b></p>	<ul style="list-style-type: none"> <li>• <b>Welcoming text:</b> <ul style="list-style-type: none"> <li>– Group's introduction: What is the group's core theme?</li> <li>– Aim: What should be achieved with this group?</li> <li>– What does the group offer? Services, advantages for the members?</li> <li>– Did you name the group's contact person?</li> <li>– Insert a link to the group's social media pages (if existing)</li> </ul> </li> <li>• <b>Welcoming picture:</b> <ul style="list-style-type: none"> <li>– Send us a picture that represents your country and with which your group members can easily identify (maybe it's even a picture from an photo contest?)</li> <li>– We'll upload it for you as a welcoming picture on your group's page in HAI!</li> </ul> </li> </ul>
<p>3. <b>A full group page always looks good!</b></p>	<ul style="list-style-type: none"> <li>• Use the <b>pin board</b> and <b>"Forthcoming events"</b> in HAI: Are there interesting newspaper articles, press releases of the university, information from your country, important announcements or the like? Post it!</li> </ul>
<p>4. <b>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 HAI 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>

	<ul style="list-style-type: none"> <li>• <b>Announce information from the university / from Heidelberg</b> (news, lectures, talks, exhibitions ...) with relevant connection to your country 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>• <b>Announce activities taking place in your country</b>, which could be interesting for your group members <ul style="list-style-type: none"> <li>- In the discussion forum,</li> <li>- On the pin board or</li> <li>- In "Forthcoming Events" in your HAlnet group.</li> </ul> </li> </ul>
5. Organize activities/ events yourself	<ul style="list-style-type: none"> <li>• <b>Nationwide activities</b> – 1-2 times a year to bring all members together; specific program for the participants</li> <li>• <b>Regional activities</b> – 3-4 times a year to keep in touch through regular meetings and to intensify the connection with the members; you're welcome to offer co-events = e.g. schedule a meeting after events that take place anyhow (cultural, scientific, academic, social... events)</li> </ul>
6. Let HAlnet help you	<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> <li>• For calendar postings (both, your own and external events) make use of the <b>registration function!</b></li> </ul>
7. Looking for headlines – use HAlnews or HAllife!	<ul style="list-style-type: none"> <li>• You have <b>exciting news</b> from your group or are preparing a bigger activity/event? Talk to us! We are always looking for interesting news for our category "International Networks" in our publications.</li> </ul>
8. Summaries – let others know how engaged your group is!	<ul style="list-style-type: none"> <li>• <b>Present</b> your activities/events with pictures and short summaries in HAlnet!</li> </ul>
9. Involve (exchange) students	<ul style="list-style-type: none"> <li>• <b>Students from your country are going to Heidelberg?</b> They are your potential members! Include them in your group as early as possible and e.g. give advice for their time in HD – or profit after they return from their fresh experiences at Heidelberg University e.g. for representations at student fairs in your country</li> <li>• <b>Students from Heidelberg are coming to your country?</b> Involve them in local activities of your group, e.g. for an interesting evening with the topic "News &amp; Updates from Heidelberg"</li> </ul>
10. Encourage your own members!	<ul style="list-style-type: none"> <li>• Your group only <b>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 [clubs@alumni.uni-heidelberg.de](mailto:clubs@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>.

**CONTACT:** Heidelberg Alumni International – [clubs@alumni.uni-heidelberg.de](mailto:clubs@alumni.uni-heidelberg.de)