



INFORMATION

SET-UP OF A NATIONAL ALUMNI GROUP

This manual explains all necessary steps which are to be considered for the set-up of a national alumni group in Germany. According to the area and preconditions, differences may occur.

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

➤ **IMPORTANT QUESTIONS**

1. Who is going to coordinate the group and organize the activities? (experience shows that at least 2, better 3 or more volunteers should split the work – without volunteers the group can't be kept alive in the long run)
 2. What is the group's goal? What are the members' wishes? (Professional/social networking; Event management; Promotion tool for Heidelberg University; loose/official group...)
 3. What type of group should it be? What are the members' wishes? (initiative with regular activities / informal group)
 4. What impact does which type of group have? (Does the chosen group form go well with the group's goals?)
- ➔ Considering the prior points, what type of group would be suitable?

POSSIBLE TYPES OF GROUPS & ACTIVITIES

	REGULARS TABLE	ALUMNI INITIATIVE
➤ WHAT?	<ul style="list-style-type: none"> • Meetings now and then in the city/region (interdisciplinary) 	<ul style="list-style-type: none"> • Regular meetings in the city/region (interdisciplinary) • Meeting with varying activities • Structure: persons with tasks and responsibilities • Official contact of Heidelberg University in the country
➤ WHERE?	<ul style="list-style-type: none"> • Bar, pub, café... 	<ul style="list-style-type: none"> • Lecture, exhibition, museum, concert, market... • Visits, guided tours... • Walks, hikes... • Active program • Ideal: varying type of activity and varying location
➤ HOW?	<ul style="list-style-type: none"> • Arrangement via HAI net • Invitations via mail from HAI to people in the region • Close consultation with HAI 	<ul style="list-style-type: none"> • Arrangement via HAI net • Invitations via mail from HAI to people in the region • Close consultation with HAI
➤ FUTURE!	<ul style="list-style-type: none"> • Recruitment of new members for the group and for HAI • If successful, an initiative can become an official alumni club 	<ul style="list-style-type: none"> • Ideally: regular meetings to keep the contact alive • People participate with joy in the activities and engage themselves for the group • Recruitment of new members for the group and for HAI • Recruitment of students and scientists



INFORMATION

SUPPORT OF A NATIONAL ALUMNI GROUP

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

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

	<ul style="list-style-type: none"> • Announce information from the university / from Heidelberg (news, lectures, talks, exhibitions ...) with relevant connection to your city/region in the HAlnet group <ul style="list-style-type: none"> - In the discussion forum, - On the pin board or - In "Forthcoming events" • Announce activities taking place in your city/region, which could be interesting for your group members <ul style="list-style-type: none"> - In the discussion forum, - On the pin board or - In "Forthcoming Events" in your HAlnet group.
5. Organize activities/ events yourself	<ul style="list-style-type: none"> • Your own activities – the group organises its own meetings with specific program for its members • Co-events – schedule a meeting after events that take place anyhow (cultural, scientific, academic, social... events – e.g. restaurant visit after attending a lecture, exhibition...)
6. Let HAlnet help you	<ul style="list-style-type: none"> • Don't waste your time with annoying mailing lists: Send a message to every group member via HAlnet – with just one click it's done. • For calendar postings (both, your own and external events) make use of the registration function!
7. Looking for headlines – use HAlnews or HAlife!	<ul style="list-style-type: none"> • You have exciting news from your group or are preparing a bigger activity/event? Talk to us! We are always looking for interesting news for our category "National Networks" in our publications.
8. Summaries – let others know how engaged your group is!	<ul style="list-style-type: none"> • Present your activities/events with pictures and short summaries in HAlnet!
9. Involve (exchange) students	<ul style="list-style-type: none"> • Students from Heidelberg are coming to your city/region? They are your potential members! Involve the prospective graduates who come to your region to start their professional career in local activities of your group!
10. Encourage your own members!	<ul style="list-style-type: none"> • Your group only exists because of its members: Encourage your group members to actively engage in it and get involved – both, locally at activities and online in your HAlnet group!

We're happy to give advice and support you!

For questions please send us an e-mail to 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