

2021 Annual Report to Council by the Alumni Council

Council Meeting 6/2021 (8 December 2021)



RECOMMENDATIONS

1. That the Council note and accept the Alumni Council Report on 2021 activities.

EXECUTIVE SUMMARY

Outline the purpose

This report is submitted under Council Regulation 15(2)(f) which requires the Alumni Council to report annually to the Council on its activities and performance against the goals developed under Regulation 15(2)(b). The report is regarded by the Alumni Council as a valuable public record of its support for the University's Alumni Engagement Strategy.

Over the past six years, the Alumni Council has evolved under the guidance of the Director of Alumni and Stakeholder Relations to the point where in 2020, members agreed on three core pillars to guide its activities: to keep alumni *Informed, Engaged and Inspired*. In order to do this, the Alumni Council seeks to:

- **Inform** fellow alumni of the activities of the University
- **Advise** university management on key issues on behalf of the alumni community
- **Advocate** in the public sphere on behalf of the alumni community & the University of Melbourne

These pillars have helped guide meeting agendas and engagement and the Alumni Council takes this opportunity to thank Dr James Allan for his support and insights working with every member of the Alumni Council over the past six years.

FINANCIAL IMPACT/RISKS/MITIGATION STRATEGIES

There are no associated impacts or risks

BACKGROUND

Alumni Council

The Alumni Council meets 4-6 times a year. In addition to these regular meetings, Alumni Council members are actively engaged via involvement in mentoring and volunteer programs, along with events and donations, reflecting the *Believe* focus of engaging alumni as donors, participants or volunteers. Members located overseas contributed to their local associations and alumni communities, supporting University initiatives to establish local student study centres.

The AC is supported by a number of informal structures such as an Executive Committee (two Vice-Presidents) and a Membership and Nominations Committee with the latter to guide the 2022 VC appointments and elections. An annual member self-assessment process has recently been re-introduced to help the AC identify areas for improvement or focus on an annual basis.

Alumni Council Composition: Increasing Diversity

The Melbourne alumni community is incredibly diverse and so the Alumni Council has been aiming to increase its own diversity in recent years. Enhancing diversity was a key focus of VC appointments and the 2020 elections have generated an impressive result, particularly in relation to geographic diversity. University alumni are now represented by members located in Malaysia, China, India, Sydney, Brisbane and Melbourne. Faculty

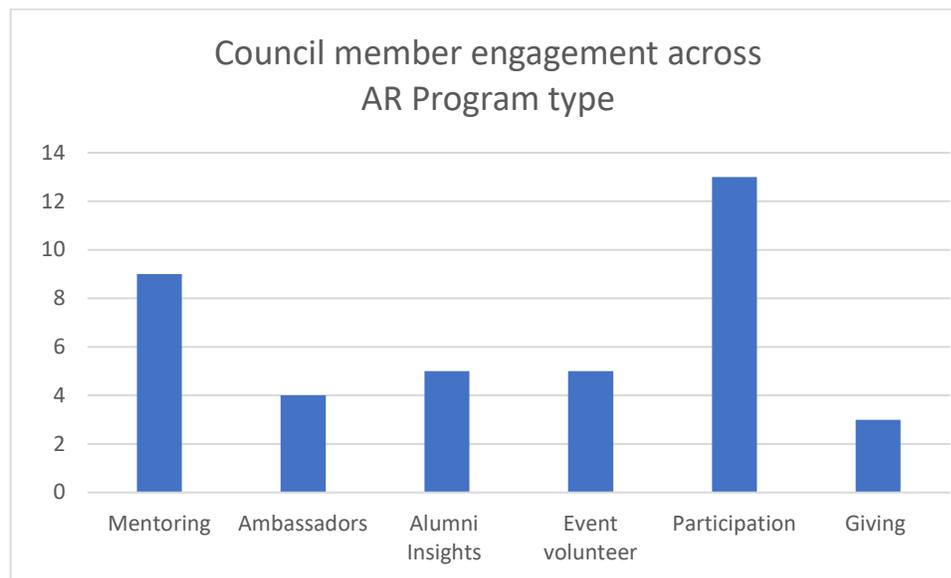
representation has also been broadened across all faculties, resulting in a diverse skill set and broad networks which can be leveraged to benefit University outreach.

	Alumni Council	Alumni Community*
Melbourne/Victoria	6 (42%)	220,272 (47%)
Interstate	4 (28%)	23,749 (5%)
International	4 (28%)	58,890 (12%)
Unspecified		169,821 (36%)

*figures as at 15 November 2021. Does not include alumni with unspecified location

Alumni Council Engagement in 2021

AC members contribute individually to advance the objectives of the Alumni Relations strategy by modelling and advocating participation in other alumni-related programs. These include engagement via attendance at events, giving, mentoring, offering insights through surveys/focus groups, speaking at events, providing profiles for recruitment and marketing, or volunteering at events. The following tables show the breadth of Council member engagement across Alumni Relations programs and by program type:



Advice

One of the Alumni Council's primary functions is to provide advice to University staff on a variety of topics. In 2021, the AC has been briefed on and provided advice and input to management on a broad range of topics, including:

- *Advancing Melbourne Strategy & 2021 Environmental scan*
- Key themes for Advancement Engagement
- The *Thanking and Demonstrating Impact* project (part of the *Believe Campaign*)
- Global Alumni Communities (Associations and Networks)
- Melbourne Climate Futures
- New Student Precinct
- International student support

Opportunities for Advocacy

Opportunities for alumni to act as ambassadors to promote and amplify University initiatives and activities via their in-person and social networks have not been utilised to the fullest extent. Alumni Council members have indicated strong support to share University messaging on impact or university priority areas (e.g. Melbourne Climate Futures). This will be a focus for 2022 with support for members to be made available via communications toolkits.

The Alumni Council will also welcome the opportunity to provide input to the design of the new Alumni Engagement Strategy into 2022 and would appreciate any guidance from the Council in this regard.

***Believe* – the Campaign for the University of Melbourne**

Following the meeting of the initial philanthropic Campaign target in 2015, a new dual target was set to raise an additional \$500 million (total \$1 billion) and engage 100,000 alumni in the life of the University by 2021. Since 2016, the University, has seen 108% increase in engagement including a 158% increase in alumni volunteering. This is driven largely by over 6,300 alumni who volunteer to support students through mentoring. These pleasing results have been supported by the provision of strategic advice and guidance from the Alumni Council.

APPROVAL

Written by: Dr Rachel Baird, President Alumni Council

Authorised by: Dr James Allan, Director of Alumni and Stakeholder Relations