

TYPE: Administrative
TITLE: Alumni Affairs
NO.: ADMIN-272
RESPONSIBILITY: Associate Vice-President, Office of Development and Alumni Affairs
APPROVED BY: Durham College Leadership Team
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1. Introduction

The Office of Development and Alumni Affairs is responsible for creating and maintaining communication with [alumni](#) and keeping them engaged with the Durham College (DC) community.

2. Purpose

The purpose of the Alumni Affairs portfolio is to engage current and graduate students to develop a sense of loyalty and commitment to DC through a series of events and personal contact. The ultimate goal is to develop strong ambassadors and support for DC.

3. Definitions

Refer to [Durham College's Standard Definitions](#).

4. Policy statements

- 4.1. All external communications are guided by DC's mission, vision, values and [brand](#).
- 4.2. The Office of Development and Alumni Affairs will partner with other college departments to execute high-quality programs that help students develop a wide range of career-ready skills throughout the student lifecycle.
- 4.3. Durham College seeks to raise funds from its alumni on an ongoing basis to support of the college's top priorities as they are identified from time to time. Solicitations will typically be mass appeals to targeted segments of various constituent groups via email, social media or mail, and will promote on-going monthly giving. In addition, a targeted Alumni Leaders program focuses on generating larger gifts from engaged alumni.

4.4. [Durham College Alumni Association](#)

- 4.4.1. The Durham College Alumni Association (DCAA) is an unincorporated association under the direction of its elected leadership known as the DCAA Board of Directors. It is governed by a comprehensive set of bylaws and serves as an Advisory Board to the College. Alumni employees work closely with the DCAA to implement DCAA objectives. Objectives are developed in conjunction with employees through a strategic planning process designed to complement that of the college's strategic plan.
- 4.4.2. Assigned employee(s) will attend meetings of the DCAA Board and any committees in a non-voting capacity. Their roles will be to recommend activities and programs and to execute DCAA directives consistent with the mission, vision, values and strategic priorities of the college.
- 4.4.3. The plans and activities of the DCAA will be communicated to the Board of Governors through the Associate Vice-President, Office of Development and Alumni Affairs. Annually, the DCAA President will present an in-person update to the College's Board of Governors.
- 4.4.4. The operating budget that supports DCAA activities is managed by the Office of Development and Alumni Affairs in accordance with the creation of an annual budget that is approved by the DCAA Board of Directors.
- 4.4.5. The college will appoint a staff member(s) from the Office of Development and Alumni Affairs whose role it is to encourage, facilitate and coordinate communications activities with college alumni and students. A central database of college alumni will be maintained by the Office of Development and Alumni Affairs.
- 4.4.6. The DCAA's use of the college's name, logo and trademarks will comply with the standards and policies issued by the college's department of Communications and Marketing. Assigned staff from the Office of Development and Alumni Affairs will be responsible for ensuring compliance to standards and policies. The college recognizes the right of the DCAA to freely use its designation, "Durham College Alumni Association".

5. Procedure

- 5.1. Upon graduation, a Durham College [student](#) becomes a lifetime member of the Durham College Alumni Association (DCAA) and receives access to benefits, resources and services provided through the Office of Development and Alumni Affairs.

- 5.2. The Office of Development and Alumni Affairs:
- a) provides up-to-date information to alumni through the College alumni website;
 - b) coordinates events, affinity programs, benefits, resources and other initiatives;
 - c) maintains up-to-date alumni records;
 - d) publishes regular alumni communications including social media;
 - e) acts as a conduit between the campus and the DCAA.

6. Roles and responsibilities

- 6.1. The Associate Vice-President, Office of Development and Alumni Affairs, is responsible for overseeing the strategic development and execution of alumni affairs as outlined in this procedure.
- 6.2. All staff members in the department are required to uphold the confidentiality of any and all information pertaining to Durham College and its alumni.
- 6.3. Communications and Marketing (C+M) is responsible for oversight of the College's media relations activities, as outlined in the [Media Relations Policy and Procedure](#).

7. Accessibility for Ontarians with Disabilities Act considerations

Accessibility for Ontarians with Disabilities Act (AODA) standards have been considered in the development of this policy and procedure and it adheres to the principles outlined in the College's commitment to accessibility as demonstrated by the Accessibility Plan (ADMIN-203).

8. Non-compliance implications

Non-compliance with this policy could negatively impact current and prospective students, stakeholders (alumni, [donors](#), employers and community at large), influencers (parents) and the media, which could lead to significant financial loss and damage to the college's reputation.

9. Related forms, legislation or external resources

- None