

## **Great Lakes Alumni Association – Policy and Guidelines**

### **Policy**

Great Lakes Alumni Association's mission is 3 Cs - Connect. Communicate and Create by focusing on relations between Great Lakes Institute of Management and its alumni. The association aims to promote and support all events and activities of Great Lakes Alumni to create and cement the emotional bond between the institution and its alumni. The association is bridge to provide support to the alumni who are the brand ambassadors of the institution in all industries and field of work and support in the continuous development of all alumni.

### **Great Lakes Alumni Association**

Two core groups work within the Alumni Association to design programs which speak to the Association's values and goals.

- 1. The GLAA core committee**
- 2. Regional Chapters**

GLAA core committee will act as the central facilitating body of alumni relations and regional chapters as its liaison to reach and support alumni.

#### **GLAA Core Committee:**

GLAA core Committee is the central facilitating body of Great lakes Alumni Association and act as the front of the institution in Alumni relations. It will serve as an overall governing body and will

- Offer continuity to the affairs of the Alumni Association.
- Increase the involvement of alumni with Great Lakes Institute of Management and create new links between the alumni and the Institute's administration, faculty, and students.
- Advise on Alumni Relations, alumni meets and other administrative offices on issues of concern to alumni.
- Support the efforts and programs of alumni volunteers with respect to alumni relations and other activities.
- Encourage participation at Alumni meetings, events, knowledge lectures, networking activities, brand promotions, alumni giving and activities both on and off campus.
- Monitor ongoing alumni programs, making recommendations for changes when and where needed.

The Committee shall consist of the officers of the Alumni Association, up to 4 from regional chapters, Secretary, Dean & Chairman of the institution, and upto two student representatives. Members of Alumni Directorate will be co-opted and the Joint Secretary of the Association is the Director of Alumni Relations.

#### **Regional Chapters:**

Regional chapters of the GLAA are to be formed based on alumni demography and ease of operations. Every regional chapter's office bearers are formed through an election by alumni of

that region with a tenure of 2 years from the date of assuming office. Each regional chapter will have its own set of office bearers, all of them being an alumnus of the institution. The office bearers will be the President, Secretary, Treasurer and up to 6 elected members. The election trigger will be worked out by an initial core group formed in each chapter. Subsequent elections will be responsibility of the regional chapter.

To facilitate setting up of regional chapters, a seed fund is proposed to be made available, from the institution, solely at its discretion, basis the strength of alumni in each region, during the initial year of installation after which the regional chapters should be self-supporting.

Office bearers of the regional chapters are elected serving for a two year term. These officers represent diversity with respect to graduating class, gender, and industry experience.

### **Roles of the Office bearers**

1. President
  - a. Developing programs that support the goals and objectives of the campus, especially in campus fundraising, as directed by the campus.
  - b. Encourage the alumni to register into their respective regional chapters.
  - c. Increase the involvement of the alumni for better relations between the institution and the alumni.
  - d. Define and execute events and activities that benefit the alumni and institution.
  - e. Organize reunions and campus visit.
  - f. Assist the alumni and administrative offices of the institution on issues of concern to the alumni.
2. Secretary
  - a. Assist the president in all activities of the respective chapter.
  - b. Oversee the day to day operations of the chapter and keep them in line with the institutions mission and vision.
  - c. Manage the execution of all events and activities of the chapter.
  - d. Ensure the communications from the institution and core committee reach the respective audience in time.
3. Treasurer.
  - a. Assist the office bearers in all activities of the chapter.
  - b. Maintain accounts of all funds transacted for the chapter.
  - c. Develop plan of action for all the events and manage the vendors and all payments.
  - d. Generate annual funds for the functioning of the regional chapters.
  - e. Co-ordinate with the core committee and work closely on the annual meet at the campus.
  - f. Help with the inventories and the logistics required for alumni meets and activities wherever applicable.

### **Functions and guidelines for Alumni Chapters:**

#### **Governance:**

Recognized organizations must support the mission of Great Lakes Institute of Management and must follow the institution's policies and procedures regarding alumni chapters.

When there is a dis-clarity in the chapter about Institute's policy or procedure (related to alumni organizations) he or she should speak with an Alumni Relations staff member/core committee. Great Lakes expect the chapters to comply with all the policies and guidelines of the institution in any situation.

The event calendar of the chapters to be formed and reviewed every year:

- Call to order
- Introductions
- Review general concepts and goals of the Alumni/Alumnae Association
- Outline Alumni/Alumnae Association functions
  - A. Communication (newsletters, mailings, directories, etc.)
  - B. Activities
  - C. Scholarships and fellowships
- Identify short and long term needs
- Establish projected expenditures and dues structure
- Solicit areas of interest and capabilities
- Nomination and election of Alumni/Alumnae Association officers
- Delegation of responsibilities (communications, recognition, events, recruiting, etc.)
- Set date, time and location for follow-up meeting
- Adjourn

### **Prepare By-Laws**

Prepare by-laws for adoption; the adopted by-laws need to be sent to the members of the chapter

- Membership
- Officers; duties and powers of officers
- Meetings and programs; general timing of meetings
- Dues; members to association, control of funds
- Communication – regular; content and timing of newsletters
- Major activities and work projects; chapter assistance, social functions, traditionally-sponsored events

### **Operations**

- Chapters should collaborate with the Institution at all times.
- Chapters should use Great Lakes Institute of management alumni data as the basis for the membership.
- Chapters are encouraged to create websites/social media platforms integrated with the institution's platforms.
- Chapters should use email ids created by official IT team of great lakes institute of Management for any official communications regarding the chapter.
- When a chapter seeks to raise funds other than the typical dues, it is important to get it approved from the core committee of the Great lakes Alumni Association.
- All events and meetings are open to GLAA core committee officers by default.

- Every chapter should operate in a manner that doesn't conflict other chapter's operations
- Chapters are required to submit annual report on its activities
- Chapters are encouraged to share the best practices with other alumni chapters and collaborate with them for any group activities.

### **Events and Activities – Standard operating procedures.**

As a part of the official alumni relations wing of the institution, the regional chapters are expected to follow the SOPs for organizing any event or activity.

- ❖ Plan the event, activity with prior notice to the core committee/Institution.
- ❖ Written approval is needed if involvement of the institution is required.
- ❖ Venue, participants and agenda is in discretion of the office bearers of the regional chapter.
- ❖ Any activity to be conducted in the campus requires prior approval.
- ❖ All communications should bear the logo property of Great Lakes Alumni Association.
- ❖ Any collateral designed should be properly vetted and approved by the core committee before printed.
- ❖ For any approvals and support required from the institution, a formal request must be raised at least, 10 days before the event.

### **Registration & Membership**

All alumni of Great Lakes institute of management are by default part of the Great Lakes Alumni Association. To be a part of the regional chapters, one has to contact the office bearers of the regional chapters of GLAA. To avail any other benefits offered by the institution for the alumni, an alumnus must possess an alumni card, which can be procured by registering in the official alumni portal of the Great Lakes Institute of Management website.

For installation of any new regional chapter of GLAA, a formal request needs to be raised to the core committee and only executed on the approval from the same.

### **Accountability and Reporting**

Each installed alumni chapter must prepare an annual financial statement in conformity with generally accepted accounting principles and have an audit conducted by a certified public accounting firm or sole practitioner (independent auditor) in accordance with generally accepted auditing standards. To enable the Institute to include pertinent information in its annual financial statements, the audit must be completed within 90 days after the close of the alumni association's fiscal year. Dissolutions and dispositions are subject to all applicable laws, regulations and restrictions and unless otherwise stated, the net assets revert to the campus.

Each regional chapter will have their own social media property and mail assets which will be maintained by the respective office bearers. All the posts and communications should abide by the branding and communication guidelines of the institution.

Contacts:

**Yash Merchant,**

DGM - BPR & Alumni Relations

Email: [yash.m@greatlakes.edu.in](mailto:yash.m@greatlakes.edu.in)

**Archana Ravinuthala,**

Manager - BPR & Alumni Relations

Email: [archana.r@greatlakes.edu.in](mailto:archana.r@greatlakes.edu.in)