



# **York University Alumni Association**

## **Networks Resource Guide**

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# Welcome from the York University Alumni Association & the Office of Alumni Engagement

Dear Alumni:

On behalf of the York University Alumni Association (YUAA) and Office of Alumni Engagement, we would like to thank you for volunteering your time to support York University.

You are part of a dedicated group of volunteers who are committed to keeping York alumni connected to the University and each other. Your involvement and leadership are vital in our efforts to enhance, strengthen and promote alumni connections and contributions.

Whether you are part of an established Network, are interested in starting one or are interested in becoming a Regional Alumni Contact, this Guide will be a valuable resource. If you have any questions or suggestions, please contact Office of Alumni Engagement at 416-650-8159 or email [nlight@yorku.ca](mailto:nlight@yorku.ca).

Thank you again, and we look forward to working with you.

Sincerely,

Randy Williamson, LLB '88  
Chair  
York University Alumni Association

Jeff O'Hagan  
Vice President Advancement  
York University

# YUAA Mission

York University has close to 300,000 alumni across the globe. As a York grad, you are a member of one of the largest alumni associations in Canada. As such, you enjoy many benefits as a result of your investment in a York University education.

The YUAA is governed by a board of directors, drawn from a deeply committed group of York alumni; graduates of faculties and schools from across York who have volunteered to represent the alumni community across the University.

The purpose of the YUAA is to foster lifelong, mutually beneficial relationships between the University and its graduates by:

1. Providing to the University the special perspective of alumni so that the University's vision aligns with the needs and interests of its graduates
2. Advising the University's President and Office of Alumni Engagement staff on all alumni programming
3. Promoting the University's reputation nationally and internationally
4. Encouraging connections among alumni and with members of the York community
5. Governing affiliated groups like Alumni Networks

# About the Division of Advancement

## Our Mission

We inspire and cultivate meaningful engagement and philanthropic support within our diverse communities to advance York's excellence in education, research and community service. We also engage current and future alumni in the life of the University in its broadest sense. We aim to enrich the lives of our graduates and build support among them so all alumni can benefit from, and contribute to, York's achievements and ambitions.

## Our Values

We are **ACCOUNTABLE** to our alumni, supporters and the York communities. We believe in transparency and integrity. We set goals publicly and take responsibility for achieving them. We get things done.

We are **COLLABORATIVE**. We believe in teamwork, collegiality and respect for each other and we like to have fun. We know that advancement is more than just a job – it's a passion.

We are **ENTREPRENEURIAL**. We are creative and driven to succeed. We empower each other to embrace new ideas and take risks.

## About Us

**THE DIVISION OF ADVANCEMENT** promotes York University's teaching and research priorities by engaging our diverse community of alumni and friends to build long-term mutually-beneficial relationships and provide support to the university's faculty and students.

The Division is comprised of three departments:

- **Advancement Services** manages alumni and donor information and processes gifts to the University;
- **The Office of Alumni Engagement** provides programs and services to nearly 300,000 York alumni worldwide;
- **Development** leads efforts to promote and secure philanthropic support from alumni, donors, parents and friends.

# About Alumni Networks

Alumni Networks provide valuable engagement opportunities for alumni. Establishing and participating in Networks enhances career development opportunities, fosters building and maintaining relationships and networks with other alumni and helps support the goals of York University. Networks and their leadership play an important role as ambassadors for York; they are an essential part of successful campaigns, advocacy programs and student recruitment.

Alumni Networks can be organized by common interest, geographic region both local and abroad or faculty. All of our Networks work to support and promote York University.

In addition to meeting individual Network's goals, Networks support the University by:

- Furthering the values, interests and programs of the University and Alumni Association
- Helping promote York University in each Network's community
- Supporting career development and networking opportunities for students and alumni
- Connecting and engaging alumni and increasing alumni involvement
- Supporting the University's mission
- Acting as ambassadors of York University
- Cultivating alumni and parent advocates

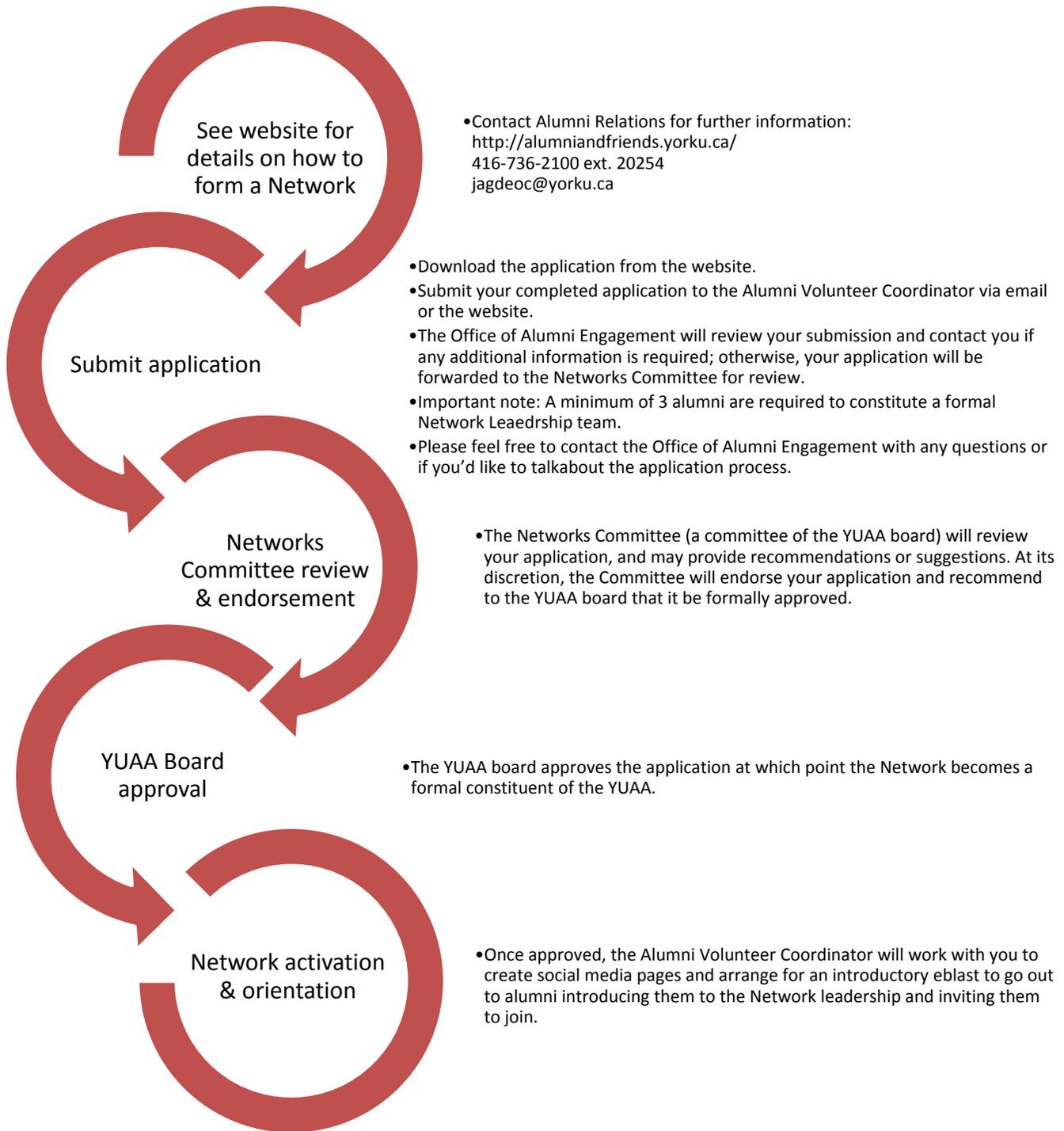
The York University Alumni Association has the privilege and responsibility of granting official Network status. Networks are managed by Office of Alumni Engagement staff and governed by YUAA bylaws and related University policies.

Through Office of Alumni Engagement staff, the YUAA works to ensure the success of each Network by providing various types of ongoing support, including:

- Advice on governance
- Financial support, where appropriate
- Communications support
- Social media best practices and branding guidelines
- Event support

# Forming an Alumni Network

To form a Network or to re-activate a dormant Network (i.e. chapter), the following steps are required:



# About Regional Alumni Contacts

The YUAA is fortunate to have dedicated alumni supporting York University worldwide. In cities across the globe, our Networks facilitate engagement with alumni, students and parents by providing a variety of social, educational and community activities.

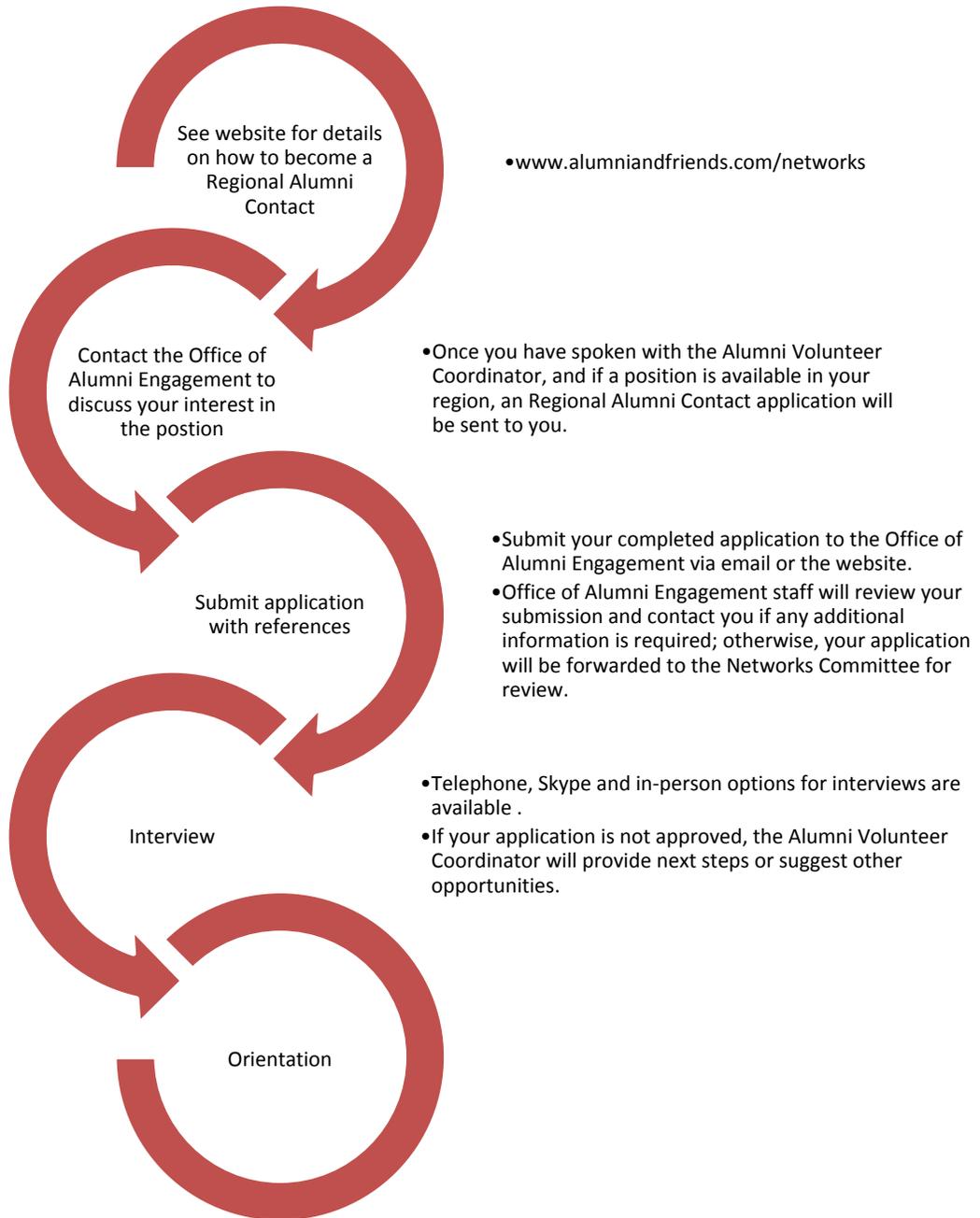
Regional Alumni Contacts are individuals who want to capitalize on their York experience in a positive and meaningful way in support of the University's goals and objectives. They are volunteers who serve as local contacts and ambassadors for York University in specific geographical regions or on behalf of specific programs, faculties or initiatives.

Regional Alumni Contacts are an essential part of York University's commitment to staying connected with alumni at home and abroad. As an ambassador of York University in their community, Regional Alumni Contacts may be asked to:

- Facilitate introductions and connections for staff and fellow alumni
- Share their University experiences with new and prospective York students and parents at student recruitment events
- Provide information and connect staff and alumni to local resources
- Welcome new alumni to their community
- Participate in local York University events

# Becoming a Regional Alumni Contact

To become a Regional Alumni Contact, the following steps are required:



# Finances

It is important that each Network member be informed of the Network's financial status.

Establishing a regular schedule of preparing and sharing financial reports creates transparency in the Network membership, helps with planning future events and ensures the Network's financial wellbeing.

- Networks should operate their events and initiatives on at least a cost recovery basis; ticket sales and sponsorship can help offset costs of an event.
- Networks may be eligible to apply for financial support from Office of Alumni Engagement; applications are considered on a case by case basis.
- If a network accumulates a surplus of funds over and above its local operating costs, the Network could consider making a contribution to York University to support initiatives such as York University scholarships.

# About Fundraising

From time to time, a Network may want to raise funds in support of York University. Networks wishing to engage in fundraising activities must first contact the Alumni Volunteer Coordinator. As needed, fundraising staff will provide advice and guidelines on issues related to student awards, matching gift programs, endowments, tax receipting laws, etc.

Please note that Networks may not be separately incorporated and are not constituted as charitable organizations; therefore, they may not issue tax receipts.

# Measures for Success

## Overview

Measures are provided to help Networks and the Office of Alumni Engagement see how they are succeeding in supporting York University goals and objectives. These measures can help support Networks in effective short and long-term planning of events, activities and initiatives. Key Network measures include:

## Networks engagement

This measures the number of constituents (alumni, parents, prospective students, current students, non-alumni supporters) who have participated in your Alumni Network events, programming and initiatives during the course of the fiscal year\*.

## P.R.I.D.E. programming categories

This measures the variety and diversity of events, programs and initiatives that your Alumni Network hosts during the course of the fiscal year\*.

P.R.I.D.E. is an acronym for the following event/programming categories:

- P - Professional and social networking
- R - Recruitment and reputation (parents, students, alumni, donors, friends)
- I - Involvement with community
- D - Diversity and inclusion
- E - Educational

## Annual giving strategic initiatives

All Alumni Network members are encouraged to support the University's fundraising goals and objectives by contributing to the annual fund.

*\*Fiscal year = May 1 to April 30 inclusive*

# Code of Ethics

1. The York University Alumni Association Board, Alumni Networks and Regional Contacts, as well as all volunteers wholeheartedly subscribe to the upholding of the highest personal and professional standards in support of the mission of the University, the Office of Alumni Engagement and the YUAA
2. Mutual respect, equity and fairness shall be the guiding principle in all proceedings.
3. All affairs will be conducted with dignity, transparency, honesty, integrity, and inclusiveness, in full compliance with the law.
4. Alumni Networks and Regional Contacts will ensure that their activities are focused on diversity, inclusion and work to support the goals and objectives of the YUAA and York University.
5. The York University Alumni Association Board, Alumni Networks and Regional Contacts, as well as all volunteers will hold all information obtained about members in strict confidence and will not share, disseminate information to any 3<sup>rd</sup> party organizations.

# Code of Conduct

1. All decisions and subsequent actions of York University Alumni Networks and Alumni Regional Contacts will support the aims expressed in the mission statement, in strict adherence to the Code of Ethics.
2. All members of the Network leadership and alumni regional contacts are responsible for maintaining good order by faithfully adhering to the YUAA's Codes of Ethics and Conduct and operating procedures.
3. Alumni Network leaders will endeavor to make all decisions as a team to enhance the effectiveness of the group and ensure that careful consideration is given to all options.
4. No activity undertaken by the Networks shall create a discernable advantage for any one member.
5. No members of an Alumni Network or an Alumni Regional Contact may speak on behalf of the University or the YUAA. In all circumstances, requests for comment from the media should be referred to the Office of Alumni Engagement.
6. All decisions and actions of members and officers of Alumni Networks, as well as Alumni Regional Contacts are open to review by Office of Alumni Engagement and YUAA Board of Directors. The Board of Directors is the final arbitrator of whether or not decisions and actions support the aims expressed in the YUAA mission statement.

The YUAA Board has overall jurisdiction over Alumni Networks and may discipline Networks or members who violate the Code of Ethics and Conduct and/or the Network Affiliation Agreement. The YUAA Board, at its discretion, may take any action that it deems necessary if breaches of the Code of Ethics and Conduct occur.

# YUAA Networks Committee

Thank you to YUAA Networks Committee members who reviewed and provided feedback in the creation of this Resource Guide.

Francesca Accinelli, BA '92, Committee Chair

Ali Badruddin, BBA '09

Heather Bennett, BA '75

Christine Furtado, MES '12

Randy Williamson, LLB '88

Bart Zemanek, BA '07, MSc '10

Adam Zendel, BA '08, MES '13

# Office of Alumni Engagement

## Contact Information

### General Information

The Office of Alumni Engagement is located in the West Office Building (WOB) on the Keele Campus directly across from the Tait McKenzie Centre.

### Mailing address:

Office of Alumni Engagement  
York University  
West Office Building  
4700 Keele Street  
Toronto, ON M3J 1P3

### Contact Information:

Telephone: 416-650-8159 (general inquiries)

Email: [alumni@yorku.ca](mailto:alumni@yorku.ca)

**For specific enquiries, please contact one of the following Office of Alumni Engagement staff members:**

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