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Friends of the EDUC Network Strategic Document

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Abstract	The Friends of EDUC Network is a new activity to strengthen the sustainability of the alliance, to reach a critical mass of supporters and to create multiplying positive payoffs for individuals, businesses and associations connected to the alliance.
Keywords	Alumni, donors, fundraising, stakeholders

Content

1. GENERAL PRINCIPLES

As stated in the Mission Statement quote:

> *To become a truly integrated European university, EDUC is determined to promote and foster a permanent bond with alumni, stakeholder and sponsors.*

In order to fulfil this mission, Task 6.3 aims to create the Friends of EDUC Network, which pursues the following goals:

a. To strengthen the sustainability of the alliance, with a critical mass of collaborators who support EDUC.

b. To maintain the relationship that EDUC alumni had with each other and with EDUC during their time as students, as well as to foster relationships between alumni, donors, sponsors, stakeholders and any natural or legal person wishing to join the friends of EDUC Network.

c. To foster relationships between EDUC and its alumni, as well as with the alumni of partner universities, and with donors, sponsors, stakeholders and any natural or legal person wishing to join the friends of EDUC Network. As well as promoting the relationships of all of the above with each other.

d. To be a channel that allows the members of the Friends of EDUC Network to transfer initiatives to EDUC and encourage their active participation in the alliance.

e. To promote activities that tend to collaborate in the improvement and constant renewal of the EDUC in accordance with the EDUC Charter of Common Values and Good Collaboration.

f. To collaborate in the improvement of professional qualification and personal development of the alumni of EDUC through lifelong learning.

g. To facilitate the access of alumni to the labour market, as well as to collaborate with companies and institutions interested in contacting them.

h. To facilitate exchange, relations and collaboration with other similar networks, as well as integration into international networks.

2. ANALYSIS OF THE BASELINE SITUATION

To better understand the situation of each of the universities belonging to Task 6.3 concerning the existence of a network of friends or alumni in the universities, an analysis of the friendship activities of all partner universities EDUC Task 6.3 was carried out.

For this purpose, a form was filled in with 20 questions aimed at finding out whether the universities maintain a relationship with alumni, whether there is a programme dedicated to university alumni, how it works, as well as the services offered to members. The questionnaire also asked about programmes dedicated to managing the relationship or collaboration with stakeholders, donors and sponsors. Finally, the questionnaire asked the universities for their opinion on the audiences they thought should be part of the Friends of EDUC network and the strategic objectives of this network.

Following the analysis of the survey results, document 6.3.1 "Analyse the friendship activities of all partner universities for possible inspiration" was produced. In point 5 of this document you will find the complete analysis.

The conclusions of the analysis are detailed below:

- 6 of the surveyed partners have an alumni network.

- Typology of alumni members:
  - 100% Alumni: undergraduate, postgraduate, and doctoral
  - 66% Staff and alumni of short courses
  - 33% Friends

- No alumni network charges its members a fee.

- In 80%, alumni management is carried out by a university service.

- 85% have a budget for alumni management.

- 65% have a CRM (Customer Relationship Management) or specific tools for alumni management.

- 75% indicate they have a program to manage the relationship with Stakeholders, donors and sponsors.

- 25% provide the program's name, who manages it, and what actions are taken.

FUTURE EDUC FRIENDS NETWORK

Potential members
100% Alumni
86% Donors, sponsors and Stakeholders
71% Staff

Strategic Objectives – Top 3
Fundraising
Networking
Mentoring

Illustration: Answer to the question "What strategic audiences and objectives you think the Friends of EDUC Network should have?"

3. STRATEGY FOR THE CREATION OF THE FRIENDS OF EDUC NETWORK

This strategic plan focuses on specifying the bases and needs for the creation and implementation of the new Friends of EDUC Network. To this end, considering the general principles, it establishes the objectives, activities and payoffs and the possible foundation of a legal entity.

The strategic plan states:

- Operative objectives
- Who can join
- How to join
- Services offered
- Collaboration and participation opportunities
- Annual action plan
- Communication actions

The plan also includes the technical and legal requirements for implementing the Friends of EDUC Network, which should be in line with the other EDUC tasks.

3.1. OPERATIVE OBJECTIVES

1. Creation of the Friends of EDUC network and recruitment of 1,000 members by the end of the funding period.
2. Promote the knowledge and added value of the Friends of EDUC Network among the communities of the partner universities
3. To keep the members of the Friends of EDUC Network informed of EDUC news and events in order to maintain the relationship and generate feelings of belonging.
4. Establish Networking actions among the members.
5. Establish active channels of participation and support for EDUC.

3.1.1. MEASURING STRATEGIC OBJECTIVES

1. Recruitment of 1,000 members to the EDUC Friends Network by the end of the funding period.

Indicators for measuring achievement
- Number of Alumni
- Number of Donors and Sponsors
- Number of Stakeholders
- Number of Supporters

2. Promote the knowledge and added value of the Friends of EDUC Network among the communities of the partner universities

Indicator:
- Number of e-mails and communications addressed to members of the university communities of partner universities about the existence of the Friends of EDUC Netwok and its benefits.

3. To keep the members of the Friends of EDUC Network informed of EDUC news and events in order to maintain the relationship and generate feelings of belonging.
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Indicator:
- Number of e-mails and communications sent to members and shared on the digital channels of the Alliance.

4. Establish networking actions among members.

Indicator:
- Number of professional networking activities
- Number of participants in these activities

6. Establish active channels of participation and support for EDUC.

Indicator:
- Number of agreements/agreements signed in each of the partner universities to collaborate with EDUC
- Financial resources obtained
- Number of actions carried out by EDUC members in favour of EDUC or on its behalf.
- Number of ambassadors

3.2. WHO CAN JOIN?

a. <u>EDUC Alumni</u>:
Alumni of the universities that are part of the EDUC alliance, who have taken part in an EDUC activity.

b. <u>Alumni of the universities that are part of EDUC:</u>

Alumni from each of the partner universities will be able to join the Friends of EDUC Network as an added service or value offered by their university and their own alumni program.

c. <u>Donors and Sponsors</u>: natural or legal persons making a financial contribution to EDUC.

d. <u>Stakeholders</u>: legal entity willing to support the EDUC network.

e. <u>Supporters</u>: any natural or legal person wishing to join the network.

3.3. HOW TO JOIN?

1. <u>EDUC Alumni</u>:

When students from any of the universities that are part of EDUC complete an activity organised by EDUC, they must must fill in the registration form that will be created for this purpose.

2. <u>Alumni of the universities that are part of EDUC:</u>

Each university will send information about the Friends of EDUC Network to its alumni. It will be necessary for the interested party to express their willingness to join the network by registering in the Friends of EDUC Network programme. In order to do so, a registration form must be filled in.
Each partner university's alumni organization (or service delegated by the partner university) must validate the alumni's request to join the Friends of EUC Network.

3. <u>Donors and Sponsors</u>

Any natural or legal person who makes a financial contribution to EDUC will be considered a member of the network.

To do so, it will be necessary signing of a donation agreement, collaboration agreement or sponsorship contract between the entity/individual and one of the universities that are part of the EDUC Alliance to contribute to the implementation of an EDUC activity.

Currently, the EDUC alliance does not have a legal form that allows for contracts or agreements between an external entity/individual and EDUC. If at some point this situation changes and EDUC becomes a legal entity that allows it to enter into contracts or agreements, another way to become part of Friends of EDUC Network for the Donors and Sponsor would be to signing of a donation agreement, collaboration agreement or sponsorship contract between the entity/individual and EDUC.

4. <u>Stakeholders</u>:

Any legal entity that is already a partner of EDUC, that enters into a collaboration agreement with one of the universities that are part of the EDUC Alliance to contribute to the implementation of an EDUC or that fills in the registration form that will be created for this purpose will be considered as a Stakeholder.

Currently, the EDUC alliance does not have a legal form that allows for agreements between a stakeholder and EDUC. If at some point this situation changes and EDUC becomes a legal entity that allows it to enter into agreements, another way to become part of Friends of EDUC Network for the Stakeholder would be that enters into a collaboration agreement with EDUC.

5. <u>Supporter</u>:

Any natural or legal person who wishes to join the network and who does not belong to any of the groups defined above (alumni of EDUC, alumni of one of the partner universities, donor, sponsor or stakeholder of EDUC or one of the partner universities).

To join the network, interested individuals must fill in the registration form that will be created for this purpose.

3.4. SERVICES OFFERED

Study the possibility of offering Friends of EDUC Network members the following benefits:

- Informational email delivery

- Newsletter delivery

- Professional networking events organised by EDUC and its partners

- Acces to education and services provided by EDUC (such as courses, lectures, events)

- For EDUC alumni, a possibilty of Gatering and meet other EDUC Alumni in physical events and on an online platform.

- For donors and sponsors different fundraising levels can give access to different levels of membership with dedicated, unique opportunities (such for instance as an annual dinner with a panel of researchers in a field of interest).

3.5. COLLABORATION AND PARTICIPATION OPPORTUNITIES

Study the possibility of different ways in which friends EDUC network members can get involved in supporting EDUC, such as:

- Fundraising: members of the Friends of EDUC network will be able to make contributions to the network for the realisation of different projects.

- Professional talks: members of the network will be able to submit a proposal of professional talks to the rest of the members or to a specific thematic subgroup.

- **EDUC Ambassadors**: the possibility of creating the figure of EDUC ambassadors will be explored, with the aim that the members of the Friends of EDUC Network themselves can be representatives of the alliance and contribute to increasing its awareness among the target audience.
- **EDUC Alumni** might participate to a students think tank to discuss EDUC-related topics and elaborate proposals, share ideas, organise joint events.

3.6 ANNUAL ACTION PLAN

It is considered necessary to establish an annual plan detailing the benefits and participation for the members of the Friends of EDUC.

This annual plan should be agreed upon by all members of Task 6.3. in order to guarantee the viability of the actions in all partner Universities.

Likewise, an annual review of the actions will be necessary after analyzing the established indicators and taking into account the progress of the EDUC project in the rest of the Tasks.

For the implementation of the Annual Action Plan, coordination meetings will be held with those tasks whose agreements directly affect the services and activities to be developed in task 6.3 and which are indicated in point 4 of this document.

3.7 COMMUNICATION ACTIONS

Communication actions will be detailed in coordination with task 6.1. with the aim of reinforce the development of an information and dissemination plan in Task 6.1 involving as target group alumni, stakeholders and sponsors with specific measures to reach appropriate impact of Task 6.3. The "Friends of EDUC" are currently included among the target groups of the EDUC Dissemination and Community Building Strategy.

4. TECHNICAL AND LEGAL REQUIREMENTS

1. It will explore to have a section in EDUC website where you can specify what the network is about, its advantages, services and publish news about the network and/or its members.

2. Explore the possibility of using a CRM to manage:

- Admissions and withdrawals
- Sending information
- Organisation of events and activities
- Communication with members

3. Coordination with other tasks is necessary to establish coherence in actions. In particular with:

Task 1.1	Mirroring the EDUC values and good cooperation principles
Task 1.2	Transformation of institutional structures and creation of legal status
Task 1.3	Develop collaborative e-tools
Task 1.4.	Knowledge Investment Fund
Task 1.5	Ensure data security and privacy
Task 2.2	Share EDUC infrastructures and data (EDUC Open Research Infrastructures and data for Education)
Task 2.4	Innovative formats in priority areas including micro credentials and intensive programs
Task 3.3	Run a series of EDUC R&I Meets Education Activities
Task 4.1	Define the EDUC Societal Outreach Action Plan
Task 4.4	Develop the EDUC student internship scheme, locally and internationally
Task 6.1	Expand the EDUC dissemination plan and community building
Task 6.2	Contribute to inter-alliance collaboration and output sharing

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5. ANNEX- "Analysis the friendship activities of all partners universities"