



RICHMOND ALUMNI REPRESENTATIVES ROLE DESCRIPTION

Alumni can help Richmond to enhance and develop the multi national Richmond community both on and off campus, by volunteering for the role of Alumni Representative in your local community.

Interested alumni should notify the Alumni Office of their interest in serving as a volunteer representative in their community. In this role, alumni assist in recruiting students and expanding name recognition of Richmond around the world. Two outreach programs have been designated for alumni assistance: 1. Admissions and Recruitment, 2. Alumni and Fundraising. The purpose of each role is to serve as a Richmond representative worldwide for individuals with interest in the University, and to liaise regularly with respective offices in London.

The role for the alumnus/a involves:

ADMISSIONS & RECRUITMENT

Working with the London Richmond Admissions Office, the Alumni Admissions Representative will assist in the following areas:

1. Contact by e-mail, letter, phone or in person referrals made by the London Admissions Office to parents or prospective students. Information in the Manual will help the Alumni Representative in this role. Speaking in the country's language to answer questions and concerns, will support families considering sending a son or daughter to Richmond.
2. Assist Richmond Admissions representatives with education fairs in your area. This includes referring applicant and parent enquiries, assisting at the Richmond booth, meeting visitors, planning a local reception for interested applicants and other activities.
3. Refer and contact families and prospective students considering university education in London to Richmond.
4. Host informal sessions at home, or in an appropriate local meeting place, for prospective students and parents, welcome evenings for newly accepted students and families, or sponsor pre-departure events for new Richmond students.
5. Assist Richmond Representatives when visiting the area by recommending local hotels, giving local information to help plan a visit.
6. Conduct student interviews with applicants on behalf of the Admissions Office. The Admissions Office will provide an Interview Review Form to complete and return to London.
7. Permit a photo and name of the Representative to be placed on the Richmond web site and in recruiting materials with contact e-mail or phone.

Other roles may be possible in consultation with the Admissions Office in London. It is requested that Alumni Representatives visit campus when in London. This will also be an opportunity for

the Representative and for Richmond to thank each alumnus/a for his/her efforts on the University's behalf.

ALUMNI & FUNDRAISING

As local alumni chapters develop, assistance to the Alumni Relations Office in London will expand. Working with the Alumni Relations Office in London, the Alumni Representative will assist the University in the following areas:

1. Host informal sessions at home, or in appropriate local meeting places with new alumni in the country— informally or in a group--to assist with issues as returning home, settling in to a new area, careers and networking.
2. Arrange local reunions of alumni in conjunction with London Alumni Office.
3. Provide information for the Richmond Newsletter by contacting alumni to gather news for Class Notes and/or to suggest relevant topics and articles to the Newsletter editor.
4. Assist Richmond personnel when visiting the country, by recommending local hotels, giving local information to help plan a visit and by assisting in setting up a local alumni event to enable alumni to reunite.
5. Assist with the Annual Fund and future Capital Fund drives to raise funds for the University. This involves providing area information and contacts, as well as assisting in developing and screening new contacts, setting up events and making connections to help to enhance the University.
6. Liaise regularly with the University to provide important, constructive perspective and ideas to the London Alumni Relations office.

In order to facilitate these roles the Director of Alumni Relations will:

1. Designate an individual(s) with whom the Alumni Representative liaises and works.
2. Provide guidelines and clarify expectations for each situation.
3. Provide materials to support each Representative and enable the actions and events to take place in a more informed way.
4. Recognize and thank representatives in print and/or in local events.