Alumni Advisory Board – Mission and Focus

The Alumni Advisory Board (AAB) is a voice for Cambridge’s 300,000+ global alumni community to the University and its officers. Its Board members play lead roles as ambassadors and advocates for alumni, Colleges and also for the University.

The Board provides strategic advice to the University to help maximise the impact of alumni engagement programming. It is an important sounding board for the University to test and refine new initiatives aimed at building a deeper relationship of mutual benefit with its alumni.

The Board also operates in support of the University’s alumni engagement strategy which aims to:

1. Develop a world-leading alumni engagement programme commensurate with the University’s global ranking that helps the institution achieve its strategic priorities
2. Increase the breadth and depth of alumni engagement year on year to build an active community of advocates, ambassadors, volunteers and donors
3. Contribute to a deeper understanding of the importance of philanthropy, increasing alumni awareness of the ‘Dear World, Yours Cambridge’ fundraising campaign

Board members serve as their time, interest and capacity allow by:

1. Assisting in building a strong and vibrant network of alumni around the world
   - Acting as ambassadors for the University and its alumni through formal and informal networks or sharing feedback and reports
2. Representing the University at alumni events and through visits to Alumni Groups:
   - Thanking Alumni Group volunteers and reinforcing the importance of their work, raising awareness and understanding of the work of the AAB
   - Visiting Alumni Groups and updating them on key University issues and initiatives, and discuss how the University can best support its Alumni Groups
3. Sharing feedback from the alumni community to the University through the Development and Alumni Engagement team:
   - Board member input has led to increased marketing of the services provided to Alumni Groups
4. Reviewing new initiatives and special projects designed to enhance the alumni experience
5. Suggesting opportunities for expanding programming to further improve the University’s alumni offering
   - Motivating the creation of the Admissions Toolkit for Alumni, and the Alumni Groups Award Scheme
6. Advocating for the needs of the institution and share key messages as needed
   - Communicating the University’s perspective on key issues such as admissions and widening participation/outreach

Board meetings are managed with the advice of a Steering Committee in partnership with the University’s Alumni Engagement team.

The Steering Committee provides alumni views and strategic guidance between main Alumni Advisory Board meetings, ensuring that the driving force behind the Board is alumni-led.

Membership of the Board is managed by a Nominations Committee responsible for the recruitment of new members.

The Board has two Working Groups focussed on key issues. The Communications Working Group (CWG) specifically advises on alumni, supporter and donor communications. The Networks and Volunteers Working Group (NVWG) offers guidance on how the University supports Alumni Groups and volunteers.