Alumni Advisory Board – Mission and Focus

The Alumni Advisory Board 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 Groups and, where relevant, clubs and societies:
   - Thanking Alumni Group volunteers and reinforcing the importance of their work, raising awareness and understanding of the work of the AAB, updating Groups on key University issues and initiatives, and discussing how the University can best support its Groups
   - Visiting Cambridge Clubs and Societies to understand how they engage alumni and provide advice about support from the University
3. Sharing feedback from the alumni community to the University through the Development and Alumni Relations team
   - Board member input has led to increased marketing of the services provided to Groups, while planning for a Speaker Bureau to provide groups with academic speakers is underway
4. Reviewing new initiatives and special projects designed to enhance the alumni experience
   - Collaborating on the development of a new series of ‘Welcome Home’ events for new graduates; the Communications Working Group in the review of CAM and qualitative research project
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 Development and Alumni Relations Office. Membership of the Board is managed by a Nominations Committee responsible for the recruitment of new members.

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.

The Board has two Working Groups focussed on key issues. The Communications Working Group provides operational advice on digital and print communications, while the Networks and Volunteers Working Group assists the University’s ongoing effort to improve support for the Alumni Groups network and recognise volunteers.