Alumni Group Online Services

Following feedback from Alumni Group volunteers, members of the Alumni Advisory Board (AAB), and the Networks and Volunteers Working Group, it was recommended that Development and Alumni Relations improve and develop the suite of support tools offered to Alumni Groups.

As a result, a range of online services have been launched for recognised Alumni Groups:

1. Enhanced web presence - functionality to add news and event information
2. Event registration
3. Email communications

How to log in

To log in and access the new online services, Group committee members can either:

- Log in and/or create a Cantab.net account (available to alumni) https://www.alumni.cam.ac.uk/benefits/email-for-life

- Get in touch if you’re a member of a Group but not a Cambridge alumnus/a we can create you an account to enable you to access the online services (e.g. in the case of Oxford and Cambridge Groups).

Log in using this link: https://www.alumni.cam.ac.uk/user

Or you can visit our website: https://alumni.cam.ac.uk/get-involved/run-a-group
Enter your email address – you will then be directed to another page to enter your password. Once you are logged in you will see the following menu on the left of your page:

Please see below for further information about each menu subheading. As more functionality is added to the online services, further items will appear in this menu. This document will be updated as the project evolves.

**Group details**

‘Group details’ provides you with information about your Group, including the names of the Primary Contact and other committee members (if available). If these are incorrect or out of date, please [get in touch](#) and we can update them for you.

If you are a committee member of more than one Alumni Group, you will see them all listed here.

On this page are links to key services and resources.
Add news

This functionality allows you to add your Group’s news to your webpage.

Group news can be added via a web form, with a number of text boxes to fill out. Here’s a brief explanation of what might be included in each field:

<table>
<thead>
<tr>
<th>Alumni Group:</th>
<th>This will automatically be populated if you are only linked to one Alumni Group, otherwise you will need to select the relevant Group from the drop down menu.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title:</td>
<td>Add a short title to give an overview of the information you are providing. E.g. &quot;Schools Outreach Alumni networking event / April 2018 Newsletter.&quot;</td>
</tr>
<tr>
<td>Summary:</td>
<td>Brief summary of the news that you are sharing (max 50 words) E.g. Last month we welcomed more than 20 incoming students at our annual Freshers' Event. The event was a fantastic opportunity for students to meet each other and make connections before heading to Cambridge. Current students and alumni were on hand to share useful information and answer any questions.</td>
</tr>
<tr>
<td>Body:</td>
<td>Further detail on this news story.</td>
</tr>
</tbody>
</table>
| Image:        | Adding an image is optional, but if you would like to include one, please do so here. Images are encouraged as they are visually engaging and draw readers in.  
The size of the image needs to be at a ratio of 2:1 and at least 900x450 pixels.  
There is an extra guidance document on how to create the correct image size, which you can find on the Group details page under key services and resources.  
If you have an image, but you aren’t sure if it is suitable or are unsure how to change the size, please email it over to us and we can take a look.  
Please view Appendix 1 for more details on finding images for your webpage |

Please view Appendix 1 for more details on finding images for your webpage.
### Attached documents:
If you would like to attach a document you can do so here. It can either be a PDF or .txt file.

### Save as a draft:
You will see the following options when you scroll down.

![Save as draft](Save as draft)  ![Ready for review](Ready for review)

This allows you to save the information you have added and come back to it later.

### Ready for review:
Select this option when you are ready to submit your news. An email will then be sent to us to review your submission before appearing on your webpage.

The alumni website is part of the wider University website, and as such is subject to the same guidelines. Therefore, the Alumni Engagement team will review all submissions – if we have any questions of concerns we will be in touch.

*(Please allow 2 working days for us to approve the content.)*

### Add an event

#### Add Group event

- **Alumni Group:**
  - This will automatically be populated if you are only linked to one Alumni Group, otherwise you will need to select the relevant Group from a drop down menu.

- **Title:**
  - In order to distinguish between different Alumni Group events, we are asking you to use the following format for your event titles:
    - *Location of your event – Event name*

This functionality allows you to add any upcoming Group events to your webpage. It will also be included on the main University events page: [https://www.alumni.cam.ac.uk/events](https://www.alumni.cam.ac.uk/events)

Again this will be a web form, with a number of text boxes that you will need to fill out. Here are some suggestions of what to include in each field:
<table>
<thead>
<tr>
<th><strong>Open to:</strong></th>
<th>Select the option which is relevant to your event. For most events this will be ‘Alumni and guests’</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content subheading:</strong></td>
<td>We use this as a way of distinguishing between different Alumni Group events, so please use the following format: <em>Hosted by &lt;Your Group name&gt;</em></td>
</tr>
<tr>
<td><strong>Dates:</strong></td>
<td>Select the date and time for your event</td>
</tr>
<tr>
<td><strong>Time zone:</strong></td>
<td>Please select the relevant time zone for your event. The current format for this is the continent, then the city location in a country e.g. Europe/Paris, Europe/London, Asia/Singapore <em>(NB. We are looking into how we can improve the time zone functionality)</em></td>
</tr>
<tr>
<td><strong>Summary:</strong></td>
<td>Brief summary of your event (max. 50 words)</td>
</tr>
<tr>
<td><strong>Body:</strong></td>
<td>Here you can include a more detailed description of your event. Don’t worry about including information on location, price, how to book etc. there are fields for these further down</td>
</tr>
</tbody>
</table>
| **Booking and price information:** | There are four options to choose from:  
- No booking required  
- Email booking  
- 3<sup>rd</sup> party booking system like: Eventbrite, etc or your booking form  
- University “Online Event Booking” system for your event |
| **Email booking:** | Enquiry email: the email address that you would like people to contact with questions and bookings  
Capacity: If your event has a limit on the number of guests, please enter it here. If there is no limit then you can leave this blank  
Booking information: Any additional information you think will be helpful for guests to know, e.g. RSVP date  
Paid event: No/Yes, if yes, you will need to add the price |
| **3<sup>rd</sup> party booking system:** | Enquiry email: the email address that you would like people to contact with questions  
Capacity: If your event has a limit on the number of guests, please enter it here. If there is no limit then you can leave this blank  
Booking information: Any additional information you think will be helpful for guests to know, e.g. RSVP date  
Booking link: Title (e.g. book online, book here, RSVP)  
URL: the link to the 3<sup>rd</sup> party booking system  
Paid event: No/Yes, if yes, you will need to add the price |
**University “Online Event Booking” system for your event**

Enquiry email: the email address that you would like people to contact with questions

Capacity: If your event has a limit on the number of guests, please enter it here. If there is no limit then you can leave this blank

Booking information: Any additional information you think will be helpful for guests to know, e.g. RSVP date

Maximum number of guests allowed: Please enter the number of guests each attendee is allowed.

Registration end date: Please indicate the date and time you would like guests to be able register too.

Paid event: No/Yes, if yes, you will need to add the price, the currency of the transaction and how you would like to receive the payment:

**PayPal**

PayPal merchant email: Please enter the email address of the PayPal account where you would like money sent to.

Please note, PayPal currently charge 3.4% +£0.20* per UK transaction.

*Fees are subject to change. Transaction fees and other fees apply when using PayPal.

For more information please click [here](#).

**Pay later** will enable you to take payments via a bank transfer or cheque

Pay later label: The type of payment method e.g. cheque or bank transfer

Pay later instructions: More details on how you would like attendees to pay.

If you choose bank transfer, please provide your bank details.

<table>
<thead>
<tr>
<th>Location:</th>
<th>Please enter the address for your event.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location information:</td>
<td>Please add further details on the venue and location for your event. If you don’t have a location confirmed, please put the city and country details <em>(N.B. This information can be updated once you have confirmed the details)</em></td>
</tr>
<tr>
<td>Accessibility:</td>
<td>More details about the location such as parking arrangements, nearest public transport links etc.</td>
</tr>
</tbody>
</table>
| **Image:** | Adding an image is optional, but if you would like to include one, please do so here. Images are encouraged as they are visually engaging and draw readers in.

The size of the image needs to be at a ratio of 2:1 and at least 900x450 pixels.

There is an extra guidance document on how to create the correct image size, which you can find on the Group details page under key services and resources.

If you have an image, but you aren’t sure if it is suitable or are unsure how to change the size, please email it over to us and we can take a look.

Please view Appendix 1 for more details on finding images for your webpage. |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Attached documents:</strong></td>
<td>If you would like to attach a document you can do so here. It can either be a PDF or .txt file.</td>
</tr>
<tr>
<td><strong>Save as a draft:</strong></td>
<td>You will see the following options when you scroll down.</td>
</tr>
</tbody>
</table>

[Save as draft] [Ready for review]

Allows you to save the information you have added and come back to it later |
| **Ready for review:** | Select this option when you are ready to submit your event. An email will then be sent to us to review your submission before appearing on your webpage.

The alumni website is part of the wider University website, and as such is subject to the same guidelines. Therefore, the Alumni Engagement team will review all submissions – if we have any questions or concerns we will be in touch.

*(Please allow 2 working days for us to approve the content.)* |
View Group contents

On this page you will be able to view all the content that has been created for your Group/s (see below for an example of what this will look like).

<table>
<thead>
<tr>
<th>Title</th>
<th>Type</th>
<th>Last updated</th>
<th>Workflow state</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bristol - Freshers' Event</td>
<td>event</td>
<td>24/07/18 - 10.29am</td>
<td>Approved</td>
<td>• Request edit</td>
</tr>
<tr>
<td>Bristol - Alumni Gathering</td>
<td>event</td>
<td>20/03/18 - 10.14am</td>
<td></td>
<td>• View</td>
</tr>
<tr>
<td>Bristol - Boat Race Event</td>
<td>event</td>
<td>09/03/18 - 11.14am</td>
<td></td>
<td>• View</td>
</tr>
<tr>
<td>Bruton - Coffee Morning</td>
<td>event</td>
<td>05/03/18 - 12.46pm</td>
<td></td>
<td>• View</td>
</tr>
<tr>
<td>Bristol - Evening of Wine Tasting</td>
<td>event</td>
<td>05/03/18 - 12.46pm</td>
<td></td>
<td>• View</td>
</tr>
</tbody>
</table>

The workflow state column shows you the status of that particular piece of information:

**Draft** – This will appear if you have started creating a news item or event page and you have chosen to save it to return to later

**In review** – Once you have submitted your item for approval it will show up as being in review

**Approved** – Your item will change to approved once Development and Alumni Relations have viewed and approved it (please allow up to 2 working days for approval)

In the action column you have the following options:

- **Request edit** – If you would like any changes made, these would need to be requested via an email
- **View** – this will allow you to view the finished event/article
- **Details** – this will show you more information of the item:
If you are using the University online booking system there will be an additional tab on the
details which will show you the registrations.

If the status is Pending (pay later), once they have paid we would ask you to update the
participant status to registered. (This would be when you have chosen the pay later option
for payment)

*NB, if after 4 hours of not paying the participant status will show Pending (incomplete
transaction)*

You will be able to export this information by using the button highlighted above to sue as a
checklist at the event.
Request an email to alumni

This will allow you to email alumni from our database letting them know about an upcoming event, or about your Group.

<table>
<thead>
<tr>
<th>Information for mailing:</th>
<th>Add the information here on what you would like the mailing to be on. If you would like the mailing to be on an event you are hosting, please just enter the name of the event and we can use that information.</th>
</tr>
</thead>
</table>
| Proposed send date:      | Please add the date in which you would like the mailing to be sent.  

*NB: The Alumni Engagement Team endeavour to ensure that alumni are not being sent too many emails in a given time period, therefore it may be necessary to suggest an alternative mailing date to ensure optimum reach and engagement* |
| Proposed location to send email: | Please let us know where you would like us to send the email, either country, city or postcodes etc.  

*NB: We may not be able to fulfil your requests, but we will be in touch if this is the case.* |

Once you have submitted your request a member of the Alumni Engagement team will be in touch with a draft of the email for you to approve.
Appendix 1 - Finding images for your website and emails

Using images in your Group’s online materials makes them visually more appealing but it can be difficult if your group does not have a budget to pay for images, which is a common way to establish that you have permission to use the picture from the copyright owner (i.e. a ‘licence’).

Fortunately, a non-profit organisation called Creative Commons (https://search.creativecommons.org/) has made licensing images without payment much easier by creating some standard licences describing the terms under which photographers, artists, designers, etc. are happy for a work to be used.

Creative Commons licences contain information such as:

- whether you can use a work for commercial purposes, such as selling event tickets
- whether you may change the work or use it to create a new work
- how to credit the work’s creator (also known as ‘attribution’), and so on.

Find out more about Creative Commons, FAQs and best practice guidance on the organisation’s website: https://www.creativecommons.org.

Creative Commons also offers a search tool that can filter results by the use(s) for which they can be licensed at search.creativecommons.org. For example, you might choose to search for the terms ‘Cambridge’ and ‘University’ and only results that may be used for commercial purposes that are available on Flickr.com (a popular image hosting website on which Creative Commons licensing is often used). When you find an appropriate image, always check the individual work’s licence to be sure that it can be licensed for your purpose. Some sites like Flickr.com allow you to contact the account that uploaded an image, though you may need to set up your own profile to do so.

For events, some venues may have approved images that can be used in your event marketing – this can be established by enquiring directly with the venue.