



## **Code of Conduct: Alumni Advocate**

### **Alumni Advocate**

Key contact for the University in a particular location to support student recruitment by attending student recruitment events and speaking with prospective students.

### **Volunteer role**

The University is committed to continue to recruit the top talent in Technology in Management. Our alumni are the University's best ambassadors and can help us in our student recruitment activities. We are asking for your support in recruiting students and in return want to ensure you have all of the information required to make the biggest impact whilst making it as easy as possible.

The role of an Alumni Advocate will include some/all of the following:

- Talking with prospective students to the University and answer questions pertaining to your experience at Cranfield University, what it is like moving abroad, and your career since leaving Cranfield.
- Liaise with local International Alumni Communities to ensure you are updated with their activities and participate where possible.
- Attend the bi-annual training and international alumni volunteer networking events.
- Assist the International Office with activities to increase and support student recruitment. This may include:
  - Attending student recruitment fairs locally to speak with prospective students
  - Responding to questions from prospective students, both online and over the phone who have questions about your experience at the University and your career since completion.
  - Providing testimonial content for collateral such as the University prospectus and publishing on the University's social media platforms, for example taking over the University's social media accounts to show 'a day in the life of...'
  - Being a key contact for the University's Unibody programme to answer question from prospective students

### **Duration**

Ongoing with an initial 2 year commitment.

### **University Role**

The University wants to support you in your role and therefore commits to supporting Alumni Advocates with the following, we will:

- Endeavour to keep volunteers informed of developments at the University and within Cranfield Alumni, through a minimum of two formal briefings per year
- Provide you with a key contact within the University if you have questions

- Contact details of other alumni volunteers in the local area, where there is an active International Alumni Community.

### Data Protection

- We need to share prospective students data with you to run the prospective student enquiries programme successfully. We are trusted to look after this essential information. You have a responsibility to adhere strictly to the data protection guidelines (detailed in full on the Information Commissioner's website <https://ico.org.uk/for-organisations/guide-to-data-protection/>). You are expected to;
  - keep personal data secure at all times storing it in a password protected system and notify Cranfield University immediately if you have a security breach or if you have breached any of these data protection guidelines on [gdpr@cranfield.ac.uk](mailto:gdpr@cranfield.ac.uk) If paper form is deemed necessary then this must be stored in a locked drawer.
  - use personal data only for the purposes laid out in the Job Description. You must not use any knowledge gained during your relationship with Cranfield University to influence a separate relationship you may have with the same individual. If you require the information for any other purpose you must obtain written permission from the International Office.
  - not share any prospective student's personal information with any other person or organisation without the written permission from the International Office.
  - return any personal data that has been disclosed to you when it is requested and not keep any copies or records of this data
  - delete any confidential data shared with you once it has served its purpose. Where stored a paper document this must be shredded or disposed of in a suitable confidential waste bin.
- As a volunteer you give approval for your preferred contact details to be made publicly available on the University website as set out in the Schedule attached.
- The Alumni Relations and Development office will not share the minimum personal data of prospective students with you. Volunteers are not to keep out of date static or temporary data files of alumni contact details or indeed the personal data of any other individual remotely.
- Volunteers are not to pass on prospective student's details to anyone without written permission from the International Office or consent from the prospective student themselves. If you are sharing prospective students personal data with the International Office you are expected to;
  - ensure you have freely given, specific, informed and unambiguous consent from the individual to share their data.
  - transfer only personal data that is necessary
  - not transfer any Special Category (sensitive) Data that you have been made be aware of unless that person has expressly given consent that they are happy for you do so.
- As a volunteer anywhere that you are collecting data from a prospective student you should include a point of collection notice to explain how you will process their data, for example:

We take your data privacy very seriously and use your information to provide the products and services you have requested from us. We may, under legitimate interest (see our privacy policy), provide other opportunities which may be of interest. We will not sell, license or trade your information without your consent.

For more information about how your data will be processed, please see our privacy policy. Where required, we may share your information across the University and with

our commercial subsidiaries. You can opt out of marketing communications from us at any time. [Privacy Policy \(cranfield.ac.uk\)](http://cranfield.ac.uk/PrivacyPolicy)

**Agreeing to the Code of Conduct**

We ask all of our volunteers to commit to working towards the aim of the University by signing our Code of Conduct. This highlights the support you should expect from the International Office as well as your responsibilities.

If alumni volunteers or committees do not follow best practice or comply with reasonable requests from the University with regard to how they talk with prospective students, they may expose the University to risk or bring it into disrepute. If this happens, the University may withdraw support for the alumnus/a in this role.

I hereby give my undertaking to work as an Alumni Advocate for Cranfield University, a voluntary role, and do so of my own free will. As a volunteer I am not an employee or agent of Cranfield University, understanding that this role does not include compensation or payment of any kind and that I shall not use my position for any personal gain.

Name: .....

Signature: .....

Date: .....

**Schedule:**

Preferred contact details to be made available within the Alumni Advocate pages on the University website;

Name: .....

Course completed: .....

Year of completion: .....

Job Title.....

Organisation.....

Location.....

Social media contact: .....