

Alumni Guide for schools/colleges

Why:

Alumni (former pupils/students) can return to school to share experiences and insights into the world of work, education and training after school. This may include supporting decision-making at important transition points, such as 14+, 16+ and 18+, or returning to give careers talks to inspire students to work harder and aim higher. Alumni create a community of volunteers for a range of activities from school governors to relatable role models. The list of possibilities is endless.

How:

- **Social Media:** can be one of the best ways to engage former students:
 - Facebook is a great way to connect with former students from a wide range of ages and start up a conversation with your alumni by creating a School Alumni page/group
 - LinkedIn is a great way to sign up former students with already well-established careers and life experiences. Users can connect to each other, post on profiles or groups and send messages
 - Twitter can be used to share your sign-up link and alumni news in short, snappy posts and to connect with former pupils through tweets
 - Other forms include: youtube, snapchat, instagram
 - Example of a school's Alumni information:
<https://www.congletonhigh.com/222/our-alumni>
- **Marketing:**
 - Posters - Circulate alumni posters in school to help raise awareness and motivate current students; and display around your local community – in churches, shops, on noticeboards etc.
 - School events/Open Days – have an alumni stand at events and open days to sign people up using your form
 - Alumni business cards – hand them out at events and have them available on the school reception and for staff in case they bump into ex-pupils

- School Newsletter – write an article on the alumni network, ideally with a case study of where it has worked well to encourage others to sign up. Make this available on your school website.
- School letter – send out a letter to current parents/carers to make them aware of the alumni and to pass on the web link on your school website to sign more people up
- School website – create an alumni page on your school website to encourage people to sign up. You can then use social media to share the web link to promote it.
- Social media – use your school social media accounts to promote information about your alumni and encourage people to join
- Local press – write a press release to be published in the local newspapers
- Make sure school Governors are aware of this so they can promote it as well

▪ **Providers:**

- Future First - is a national education charity that helps state schools and colleges to build alumni communities. They have a team of dedicated Alumni Officers who work with schools and colleges to help them build and manage their community of former students and provide a safe and secure online portal for school staff to manage and communicate with their alumni community: <http://futurefirst.org.uk/>
- Graduway build, host, maintain and support a web and mobile platform for alumni: <https://www.graduway.com/>

Data Protection:

If you wish to retain student contact details for the purpose of contacting them as Alumni you will be collecting, storing and using their personal information and therefore Data Protection legislation applies.

One of the easiest ways to collect the information you require is via a form as you can standardise the information you ask for. You should only collect and store the information you need, no more, no less.

▪ **Privacy Notice**

When collecting the information, you should make it clear why you want it; this can be done with a Fair Processing/Privacy Notice. This Notice should state:

- Who you are
- The reason you need the information and your lawful basis for processing
- Who you will or may share it with (in this example, the Local Authority and perhaps one of the providers),
- Contact details for your school and/or other relevant organisations
- Details of the rights they have, such as the right to ask you to stop using their details or the right to lodge a complaint with the Information Commissioner's Office (ICO)

The Notice can be made available in a number of ways, such as providing it along with any forms you have and/or by adding it to your website and providing a link.

- **Contact**

It is tempting to search for ex-students on social media in order to get in touch; however, you cannot guarantee you are contacting the correct person (some people share accounts, use different names or another person may have access to their account), and they have not agreed to be contacted this way and may find it a nuisance.

It is better to use Social Media in a less direct way, for example, via an Alumni Facebook page that students can opt-in to join or follow. Any social media pages linked to alumni will need to be managed and kept up to date to keep alumni interested. The Alumni form could also be used to collect student contact preferences, with tick boxes to opt-in to each type of potential communication and space to state the relevant username.

Alumni need to be treated the same as any other visitors to your school who are involved with on-site activities, so don't forget to provide them with a briefing, or develop an alumni briefing for them.

If you have on-boarded with the Careers & Enterprise Company's Compass+ tool you can use this database to store the student's consent regarding alumni activities and to help with destination tracking.

- **Remember**

As with all the personal information you collect, store, and use you should make sure it is always kept secure and you should only keep the information for as long as necessary. The alumni should be contacted regularly to make sure their details are up-to-date and that they are still happy to be contacted.

Template Forms

We have included a template Fair Processing Notice (Privacy Notice) and a template Alumni form. Please delete or replace information in square brackets and amend the text if needed so they are relevant for your school and how you will use the Alumni information. The Notice will need to be updated if the way you use information about Alumni changes.

[Insert School Header/Badge/Emblem and contact details]

Alumni Fair Processing Notice (how we use your information)

Nature of work

[Describe the work or activity that will use personal information by completing the paragraph below and/or adding additional useful information]

We would like to *[describe responsibility/activity, e.g.,* maintain and keep in touch with a network of Alumni (former students) who we can invite to return to school to share experiences and insights into the world of work, education and training after school. This may include supporting decision-making at important transition points, such as 14+, 16+ and 18+, or returning to give careers talks to inspire students to work harder and aim higher. Alumni create a community of volunteers for a range of activities from school governors to relatable role models.*]*

[If you are using a third party/contractor mention this here and describe them] To help us do this we have a contract with an external *[software provider/contractor]* called *[insert name of contractor/organisation]....*

Why we need your information

Here at *[school name]* we take your privacy seriously and will only use the personal information you provide to us to:

- Contact you about Alumni Projects and Activities
- Administer Alumni Projects and Activities
- Enable us to provide information to *[organisation name]* for reporting purposes
- *[e.g.]* To monitor our performance and to gather statistical information to allow us to plan future Alumni projects and activities and to obtain your opinion about our Alumni Projects and Activities
- *[If you have a legal obligation]* To fulfil our duties under relevant legislation

The information you provide to us will be stored on the School's *[state where stored – name of system/database]* and will be kept secure at all times. We will only use your personal information for the purposes outlined above and always in line with our responsibilities, where there is a legal basis and your rights under Data Protection law.

Who your information may be shared with

We may share your information with *[list organisations external to the school with which you share their information for the purposes stated]:*

Alumni Guide updated April 2022

- [e.g.] [Insert Name of Contractor], our contractor to [state service they provide/reason for sharing]
- [e.g.] [Insert Name of Contractor], our Software Provider who provide [state software used in delivery of Alumni Projects and Activities]
- [e.g.] Solihull MBC, the Local Authority for the Solihull Careers Hub team to contact you about borough wide alumni activities
- [e.g.] Department for Education (DfE), Central Government for [insert why]
- [add any other relevant organisations]

Where necessary, we may also share information with law enforcement agencies and bodies, such as the Police and other Local and Central Government agencies, for the prevention and/or detection of crime and fraud.

We do not share your information with anyone else.

[Include any other relevant information or links to keep them fully informed about how you process their personal information]

How long we will keep your information

We will not keep your information any longer than needed. The information we collect, use and store for Alumni Projects and Activities is retained either until it is updated/superseded or until you let us know you no longer wish to be contacted. Information will always be securely disposed of.

Your rights

Data Protection law allows an individual to request and receive a copy of information the school hold about them. If you would like to see a copy of the information, we hold about you, please contact [Job title and Address/Contact details] at the school.

We aim to always keep your information accurate and up to date. You can help us to do this at any time by letting us know if any of the information you have given us, such as your address, changes. If you have concerns about our use of the personal information, we hold please let us know.

If you wish [school name] to stop using and storing your information for Alumni Projects and Activities or you no longer want to be contacted about Alumni Projects and Activities, please contact [Job title and Address/Contact details] at the school.

Overseas transfers [keep most suitable paragraph and expand if necessary to provide full picture. Please note: Overseas transfers may include the use of Cloud technology/hosted storage]

[If definitely transferring overseas] Due to the nature of the service/software [delete as appropriate] it is necessary to transfer information to [name of country] because [state reason, e.g.

service/software provider is overseas, service/software provider stores information on servers overseas]. This transfer will be in full compliance with all aspects of the data protection law.

[If may transfer overseas] It may sometimes be necessary to transfer personal information overseas for the purposes of [insert reason]. When this is needed information may be transferred to countries or territories around the world. Any transfers made will be in full compliance with all aspects of the data protection law.

[If will not transfer] The personal information we have collected will not be transferred outside of the United Kingdom.

Contact

For more information on the content of this Notice, how *[name of School]* complies with Data Protection legislation, or if you wish to raise a complaint on how we have handled personal information please contact *[insert job title and contact details of Data Protection Officer/Main contact at School]*, who will respond or investigate the matter.

[Insert School Header/Badge/Emblem and contact details]

Alumni Information Collection Form

Please read attached Fair Processing Notice or see: [\[provide weblink\]](#)

1. Title

Mr ☐ Miss ☐ Mrs ☐ Dr ☐ Other.....

2. Name

Forename..... Surname.....

3. Gender

Male ☐ Female ☐ Prefer not to say ☐

4.

Email.....

5. Phone

Number.....

6. School Leaving

Year.....

7. I am currently:

Working ☐ In Education ☐ Other.....

If ticked 'Working'

Employer.....

Job

title.....

8. Education and Qualifications (if applicable)

A-

Levels.....

Undergraduate
University.....
Undergraduate Course
Title.....

Postgraduate
University.....
Postgraduate Course
Title.....

9. Alumni Projects and Activities

Some of the Alumni projects and activities are listed below, please tick next to those you would be prepared to participate in and would like us to contact you about:

- | | |
|---|--------------------------|
| 'UCAS Surgery' – advise students on UCAS applications and personal statements | <input type="checkbox"/> |
| Student Q & A Sessions – with range of Year groups | <input type="checkbox"/> |
| 'Your Story' – come and talk to a group of students and tell them your story | <input type="checkbox"/> |
| 'Careers in Practice' – provide an insight or demonstrate a particular aspect of your job | <input type="checkbox"/> |
| 'CV Clinic' – advise students on letters of application and CVs | <input type="checkbox"/> |
| Mock Interviews – be part of an interview panel | <input type="checkbox"/> |
| Work Experience – provide a placement and supervise a Year 10 or Year 12 student | <input type="checkbox"/> |
| E-mentoring – support a student or group of students using email or social media | <input type="checkbox"/> |
| Support School Events – be a guest speaker or special guest | <input type="checkbox"/> |
| Join the Alumni Social Group – to enable, for example, reunions | <input type="checkbox"/> |
| Other – we will let you know about other Alumni Projects as they come up | <input type="checkbox"/> |

10. Contact

In order to keep in touch with you about Alumni Projects and Activities and to make sure our details for you are up to date we will need to contact you; please tick to say how you would like to be contacted:

- | | |
|---|--------------------------|
| Telephone call | <input type="checkbox"/> |
| Email | <input type="checkbox"/> |
| Text Message | <input type="checkbox"/> |
| Social Media: | |
| Facebook – if tick, please state the name you use on Facebook | <input type="checkbox"/> |
| LinkedIn – if tick, please state your profile name | <input type="checkbox"/> |
| Twitter – if tick, please state your Twitter name | <input type="checkbox"/> |

11.

Signature..... Date.....

[School Name] will use this information to maintain an Alumni network and to deliver Alumni projects and activities. The information will be shared with [organisation name(s)] in order to [insert purpose(s)]. We may also need to share your information for the prevention and detection of fraud and/or other crimes or as the law requires. For further information about how we use your information please refer to the Alumni Privacy Notice on [web link]