

# KUOYO KOCHIA ALUMNI ASSOCIATION

## Alumni Association Networking Policy

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| Policy No:                        | KKAA/POL/1/2016                                                                               |
| Approved by:                      | The General Body of Kuoyo Kochia Alumni Association                                           |
| Administrative Responsibility of: | Office of the Executive Committee of the Alumni Association                                   |
| Physical Address:                 | Office for Alumni Affairs, Kuoyo Kochia Secondary School, Homa Bay                            |
| Contact Person:                   | Mr. Polycarp Otedo,<br>Chairperson<br>Networking Committee<br>Kuoyo Kochia Alumni Association |
| Scope:                            | Compliance with the Association Policy applies to all members of the Association              |
| Effective Date:                   | Compliance with the Association Policy takes effect immediately the General Body adopts it    |
| Review Date:                      | One year from the date it is adopted                                                          |

### Overview of the Policy

Kuoyo Kochia Alumni Association is a non-profit organization dedicated to furthering the interests and welfare of the alumni and the excellence of the school in an enduring and mutually beneficial fashion. The objectives of the Association and its governing body, the Executive Committee, are therefore fully supported by the Office of the Principal of the School.

This alumni networking policy has been developed and adopted as part of the wider effort to enhance engagement among alumni. The policy has been occasioned by the need for all alumni to establish communication lines and operate effectively as a team within the framework of the association to build trust and respect for each other, to be true to their word and values of the group, and to engage confidently within the established social platforms including retreats, meetings, seminars, electronic options and online forums such as blogs, e-zines, webinars, LinkedIn, MySpace, YouTube, Facebook, Twitter and media sites.

This policy recognizes that the challenge of establishing leadership with each alumnus will require considering everyone's idea as valuable; being aware of each alumnus' feeling both spoken and unspoken; being careful to clarify and reconcile expectations; encouraging trust and cooperation among alumni; encouraging alumni to share information; establishing association values and objectives; making sure every alumnus has a clear idea of what is to be accomplished and using consensus. This means setting rules of engagement and establishing methods of arriving at consensus. It also means taking advantage of conflicts to reconcile varied interests and making decision making a team effort; encouraging listening and brainstorming; and establishing parameters of consensus building initiatives.

Ultimately, all interactions, engagements and communications courtesy of Kuoyo Kochia Secondary School and its Alumni Association or their affiliates in the community must comply and be consistent with the school standards for business conduct, other policies and applicable laws, including laws concerning privacy, confidentiality, copyright and trademarks.

### **Policy Aim**

The purpose of this policy is to ensure that Kuoyo Kochia Alumni Association fulfills the expectation of its members for quality networking and meaningful collaborative engagement.

The policy is structured to affirm the powers and promote the objects of the Association as outlined in the Association's constitution and by-laws. The policy indicate how networking among the membership in the Association is undertaken and recognizes that groups of alumni can further organize into groups based on geographic location or special interests.

### **Policy Principles, Values and Philosophies**

The overriding principle of this policy is that the provision of quality services is of the utmost importance in building team work and participation. Satisfied members are more likely to continue participation, contribute to the association and renew their memberships each year.

### **Broad Policy Objectives**

This policy aims to improve the quality and strength of engagement of members with each other, specifically:

- (a) To improve communication on social networks;
- (b) To foster friendship and sharing of ideas and best practices;
- (c) To inculcate an investment consciousness and facilitate joint ventures;
- (d) To honor, celebrate and strengthen academic and professional achievement; and
- (e) To organize other events and activities that advance the interests and welfare of alumni.

### **Policy Strategies**

Strategies to improve communication on social networks include encouraging members to:

- Think twice before posting. Privacy does not exist in the world of social media so all members should consider what could happen if a post becomes viral and how that may reflect both on the Association and the School. Search engines can turn up posts years after they are created, and comments can be forwarded or copied. So if any member would not be comfortable to say it at a conference or to a member of the media, then it must be considered carefully whether it should be posted online.
- Strive for accuracy. All members should check their facts before posting on social media information that could be injurious to an alumnus or the reputation of the school. It is important to review content for grammatical and spelling errors. This is especially important if posting on behalf of the Association or the School in any capacity.
- Be respectful. All members must understand that content contributed to a social media site could encourage comments or discussion of opposing ideas. Responses should

therefore be considered carefully in light of how they would reflect on the poster and/or the Association or the school's voice.

- Be active. All members must recognize that social media presences require diligent care and attention. An effective social media site requires regular updates and fresh or engaging content.
- Consider your audience and its potential reaction to your content. Be aware that a presence in the social media world is or easily can be made available to the public at large. This includes prospective alumni, current students, current and prospective employers, business partners, colleagues, and peers. Consider this before publishing to ensure the post will not alienate, harm, or provoke any of these groups.
- On personal sites, identify your views as your own. If an alumnus must identify himself or herself as an alumnus of Kuoyo Kochia online, it should be clear that the views expressed are not necessarily those of the institution or the Association.

Strategies to foster friendship and sharing of ideas and best practices include:

- Promoting simple moments of joy like handshakes, high fives, props, conversations and laughter among the alumni;
- Ensuring someone is tasked at all times with leading the effort through organizing regular get-togethers and check-ins;
- Encouraging people to social activities such as games, trips and social gatherings;
- Encouraging friends who are alumni to encourage their families to connect with each other so that the cycle of friendships is widened beyond the association networks;
- Executing programs (beyond entertainment) that encourage greater engagement and peer support to alumnus leaving with difficulty such as building houses to widows, fundraising for their orphaned children, or cleaning environments;
- Encouraging alumni within close proximity to interact more frequently through weekly breakfast/luncheons, house warming parties and celebration of special occasions.

Strategies to honor, celebrate or encourage academic and professional achievement include:

- Using LinkedIn and Twitter as tools to share job leads and career resources. This means creating groups and allowing the networking magic to take place, with alumni sharing job opportunities by posting information to the group, even creating sub-groups focused on specific careers;
- Using social networking plat forms like Whatsapp and Facebook to collaborate and connect with alumni who are still students on specific practices. This means even creating wikis where such students can learn overview of different professional practices, key skill sets and other relevant information;
- Training alumni to use social media, ICT equipment and be part of the community of progressive professionals. This means liaising with the careers office at KKSS to modules for such tutorial sessions and presentations;
- Using social networks to promote the school and its causes for excellence such as construction of libraries and other academic facilities, production of promotional materials and sponsoring needy students in the school;
- Organizing "let's talk business" meetings with alumni entrepreneurs, business owners or business practitioners to benefit upcoming entrepreneurs;
- Facilitating networking between alumni business people, alumni researchers and financial institutions.

Strategies to inculcate an investment consciousness and promote joint ventures include:

- Position the Association as a clearinghouse and a prime conduit for interchange of ideas among the alumni.
- Training alumni to get out of 'expensive' debts and spending consciousness that make it harder for them to build wealth;
- Encouraging alumni to own where you live because in almost any set of assumptions, the rate of return from that investment is the highest both socially and economically;
- Encouraging parents to train their kids to save and invest from an early age through financial literacy and investment education programs.

### **Specific Policy Actions**

This policy recommends the following actions:

- Provisions be made for meaningful gifts (social goods) that strengthen social ties between current and former students;
- Provision be made for 'Throwback Thursdays' once a week, a month or annually when photos and events to reminisce about the school can be held;
- Provision be made annually for training sessions, engagement and speaking opportunities and fundraising for the school;
- Members are surveyed on a once-year basis for satisfaction with networking events and programs on offer, including:-
  - (a) What forms of participation are more meaningful to them and why;
  - (b) How well social relationships and shared values and identities are fostered between alumni and why; and
  - (c) How much the alumni were focused on being of service to one another and helping each other and why;
- The quality of services to the membership is reviewed annually as part of the strategic planning process;
- The operational planning process include special events and programs for professional development of members;
- All members be consulted in the design, implementation and review of association networking events and programs.

### **Desired Policy Outcomes**

The desired outcomes of this policy are as follows:

- Increased satisfaction of alumni with the association's events and programs
- The best possible utilization of association's networking resources in line with the constitution and expectations of the membership.
- The better management of risks associated with the association's events and programs.

### **Policy Performance Indicators**

The success of this policy may be measured in terms of:

- An increase in the average membership duration
- An increase in the participation of alumni in association events and programs
- An increase in the number of alumni volunteering to help others and the school

- A reduction in petty conflicts and time to achieve consensus

### **Policy Implementation Plan**

This section of the policy provides further information and detail on how the policy is to be implemented and observed on a day-to-day basis.

Implementing this policy will be the business of the Executive Committee of the Association. The Executive Committee member responsible for Networking will serve as the whip responsible for implementing proposals in this policy. S/He will lead in developing details programs, work plan and budgets for operationalizing this policy.

### **Consequence of Non-Compliance**

Non-compliance with this policy may result in any or all of the following:

- Limitation or revocation of individual or unit rights to use or participate in Association -related events or programs;
- Removal of posts or social media accounts; or
- Corrective or disciplinary actions and sanctions, as defined in the Constitution and by-laws of the Association.

### **Policy Review Plan**

This policy should be review annually. The review process should include an examination of the performance indicators, consultation with members of the association, and a discussion forum involving the management committee and risk management professionals.