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<b>Reference to the main documents (higher level), which served as the basis for development of the document</b>	NU Strategy 2018-2030, NU Alumni Engagement Strategy 2021-2026, Career and Advising Center Bylaws		
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\* to be filled in by the Secretary of the Managing Council

## 1. Policy Purpose

- The Alumni Relations Policy (hereinafter – the Policy) defines the status of Alumni of the autonomous organization of education Nazarbayev University (hereinafter – the University or NU).
- This Policy serves as a framework for ensuring that all Nazarbayev University Schools and structural divisions have a consistent understanding and the principles of relationship with Alumni and their associations and clubs inside or outside of the University.
- This Policy establishes clear and effective boundaries of communication between the University, its units, students, faculty, staff and alumni.

- This Policy provides guidelines for active engagement and involvement of Alumni into the University life and development in compliance with the University strategic goals.

## 2. Definitions

The following abbreviations and terms are used in the present Policy:

**Alumni** NU students who graduated with a Bachelor's, Master's, Doctor of Medicine, Residency and PhD degrees

**Alumni Association(s)** NU Alumni independent community eligible to collaborate informal or via establishing a legal entity, both designed to achieve goals and objectives and support NU

**NU community** NU students, staff, Faculty, governing body

Other terms and definitions used in this Policy are used in the sense in which they are used in the legislation of the Republic of Kazakhstan, the Charter and other internal documents of the University.

## 3. Policy Statement

It is the Policy of the University that mutually beneficial relationships between the University and its Alumni must be fostered, in particular by means of:

*Discover:* gain a better understanding of Alumni based on class of graduation for developing a value proposition for Alumni and for an enhanced engagement.

*Connect:* develop of high quality, unique, targeted, and educational and service opportunities that benefit all Alumni and strengthen their ties to the University.

*Network:* make connections between Alumni and the University community a cornerstone by providing more opportunities for interaction and networking.

*Communicate:* provide an easy, effective and quick method of communication between the University, its organizations, students and Alumni.

*Recognize:* acknowledge Alumni achievements, contributions, and celebrating the milestones and traditions of the University through events and award programs.

## 4. Rights of Alumni

- 1) access to library resources (on campus at library use only), one-year access to library e-resources after graduation;
- 2) access to Alumni communication platform (if any) to communicate with each other, maintain contact with the University, and provide ongoing advice and financial support to the University directly;

- 3) participate as members of Working Groups/ Industry Advisory Boards of the University and respective Schools, as needed;
- 4) participate in relevant events and research projects of the Schools and the University;
- 5) be informed about the relevant NU news and annual Road Map of activities between the University, respective schools and Alumni Associations;
- 6) be informed of and celebrate accomplishments of the Faculty, researchers, students, and other Alumni through award programs;
- 7) initiate and propose activities targeted at different Alumni categories;
- 8) initiate and propose their nominees to participate in NU activities;
- 9) access to the Center's career development services, including the assistance in employment and in the organization of internships for Alumni;
- 10) access to NU customized training courses and programs relevant to professional needs of Alumni;
- 11) access to all relevant information on the activities of the NU and Alumni Association(s);
- 12) initiate and establish their own associations with and without forming a legal entity on the territory of the Republic of Kazakhstan and abroad;
- 13) get advice and assistance in initiating and organizing meetings;
- 14) access to campus by using Alumni card and personal identification card.

## **5. Responsibilities of Alumni**

It is expected that NU Alumni shall perform its activities in compliance with the principles of legality, democracy, transparency, openness, and voluntary involvement on behalf of the University Alumni:

- 1) comply with the present Policy;
- 2) support core values of Nazarbayev University in achieving international recognition and standing;
- 3) work with the University to reinforce the graduate attributes and especially to prepare students for leadership in Kazakhstan and beyond;
- 4) maintain the image and prestige of the University;
- 5) fulfill the commitments made in accordance with the goals and activities of the NU community and Alumni;
- 6) fill in the forms, surveys, questionnaire focused on collecting information on current destination status of Alumni;
- 7) inform the Center about changes in contact information, place of employment, and position on a timely basis;
- 8) participate in the implementation of the objectives defined in the current Policy;
- 9) promote the implementation of specific programs and projects of the University;

- 10) comply with ethical standards in everyday life and refrain from misconduct undermining credibility and dignity of Alumni;
- 11) not to disclose or use for personal interests and the interests of third parties information about the activities of NU community and Alumni ;
- 12) not perform any actions that can prejudice legitimate interests of the NU community and Alumni;
- 13) possess an in-depth and sophisticated understanding of their domain of study;
- 14) be intellectually agile, curious, creative and open-minded;
- 15) be thoughtful decision makers who know how to involve other;
- 16) be entrepreneurial, self-propelling and able to create new opportunities;
- 17) be fluent and nuanced communicators across languages and cultures;
- 18) be cultured and tolerant citizens of the world;
- 19) demonstrate high personal integrity;
- 20) be prepared to take a leading role in the development of their country.

Each of the above items must not contradict the Law of the Republic of Kazakhstan in particular, “The Law of Education”.

## **6. Interaction between the Center, Alumni and Alumni Association(s)**

- 1) Any interaction between Alumni, Alumni Association(s) and the university is done in cooperation with the Center;
- 2) There is at least one responsible employee of the Center for the Alumni relations, who initiates any Alumni engagement programs and coordinates the activities of Alumni and Alumni Association(s) on behalf of the University;
- 3) The Center can provide advisory support to the Alumni and Alumni Association(s) through the University structural units’ representatives, if requested;
- 4) Alumni Association(s) can initiate Alumni engagement programs and activities individually or as a group along with the documents of title;
- 5) Alumni can provide any initiative on their own prior to communicating with the Center to consider its initiation and process it accordingly;
- 6) The Center regulates the mailings to NU Alumni according to the Regulation the mailings to NU Alumni (Appendix 1)

## **7. Alumni Communications and Surveys**

In order to ensure communications standards and best practices are adhered to, all official communications to broad groups of Alumni (i.e., beyond a School’s, structural divisions’ own constituency) will be coordinated with and approved by the Center. These communications include, but are not limited to: event announcement, surveys, questionnaires, emails, notifications, and newsletters.

Schools and structural divisions may communicate with Alumni affiliated with their respective Schools or Units without the Center's approval, provided that updated contact and personal information is submitted to the Center.

In addition, it is strongly recommended that Schools and structural divisions coordinate the planning of their communications with Alumni to help prevent recipients from receiving multiple messages at the same time and avoid survey fatigue and information overload.

## **8. Alumni Awards and Honors**

The Center manages and administers an Alumni Awards program that recognizes university Alumni for their achievements and contributions to society, as well as their service to the University. Should other Schools, structural divisions of the University develop award programs to recognize their respective Alumni, any such program will be coordinated with the Center to ensure consistency and avoid confusion among programs.

## **9. Unforeseen circumstances**

In the event of force majeure circumstances, including natural and man-made disasters, acts of war, lockdowns, pandemic, but not limited to them, the NU Administration has the right to establish additional considerations and regulations to this Policy rules and restrictions in accordance with the Law of Republic of Kazakhstan.

Appendix 1 to the Alumni Relation Policy of the autonomous organization of education “Nazarbayev University”

## Regulations for mailings to NU alumni

1. *Conditions of mailing*
2. *Requirements for the text of a mailing list that is not a news digest*
3. *Submission of the mailing list*
4. *Terms of mailing*

### **1. Conditions of mailing**

Mailings to be sent in the following directions:

- digest with news of the School for alumni;
- mailing by year of release, announcing vacancies,
- invitations to events for graduates and for graduates of Schools and the University;
- inviting graduates to participate in research and expert projects of the School;
- information on holding Open Days (including School programs) and invitations to participate;
- special decisions of the Governing Board concerning alumni

### **2. Requirements for the text of a mailing list that is not a news digest**

- Email subject (required) up to 120 characters;
- Body of the letter (required) no more than 3 paragraphs:
  - o 1 paragraph, no more than 3 lines, 80 characters maximum;
  - o links only to the resources of the School, external links can be on the pages
  - o of the School's website;
    - additionally possible:
      - one table (no more than 7 lines);
      - 1 picture 800 by 600 pixels;
- General design style:
  - o use of the brand colors of the University (check NU Brandbook);
  - o minimum "bold";
  - o it is unacceptable to use very large font sizes and writing words in large letters;
  - o the font of the title should not exceed 2 times the font of the letter;
- signature (mandatory) has to include contact details, address, and phone numbers.

### **3. Moderation of the mailings**

3.1. The structural unit of the School (hereinafter - mailing initiator) sends a letter to alumni using the School alumni mailing lists, according to the above-defined topics. The mailing moderator checks the mailing format according to the approved standards (if necessary, together with the mailing initiators, ensuring its completion) and sends it to the addressees.

3.2. In the case of sending a post message for social networks, the mailing moderator forwards a poster to the responsible employee of the Center for Communications for processing and reposting in the social networks of the Center (hereinafter – Communication officer).

### **4. Terms of mailing**

4.1. Mailings are sent to graduates in the above-defined topics not earlier than 14 working days and not later than 5 working days;

4.2. Moderation and distribution is carried out within 1 (one) business day after receiving the materials.

4.3. If the mailing is carried out to announce an event, the mailing must be carried out no later than 5 working days before the start of the announced event.

4.4. When sending a mailing, a communication officer puts the initiator's hashtag in the post to control mailings.