

Charta for Hertie School Alumni Chapters

Introductory Notes

The following document has been prepared by the Chapter Leads of the Hertie School as a draft to formalize the governance structure of the Hertie School alumni Chapters and to provide a common framework that will serve as a base from which all current Chapters can operate, as well as new Chapters to be formed.

The document provides best-practices for Chapters and its alumni volunteers. It is also intended to be viewed as a collaborative partnership between alumni Chapters and the School, where the purpose of the Chapter, as outlined on the following page, references how both the Chapter and the School will serve to support each other in a mutually successful, respectful, and encouraging way.

**as of June 2022*

Article I – Mission and Relation between Hertie School and Chapters

Section 1. Mission

The mission of the Hertie School Alumni Chapters is to develop and foster a mutually beneficial relationship between the School and its alumni to support the overall goal of the School that is the active engagement for the common good. Our vision is to sustain a life-long connection to the Hertie School by bringing alumni together. Furthermore, we want to build a dynamic alumni community that stimulates interest, builds identity, and connects inside and outside the School.

Section 2. Relationship between the Hertie School, Chapters and Alumni Council

Below reflects how local Chapters will support the School's strategic aims, but also how the School will support the individual Chapter and its alumni members.

The Hertie School interacts with its Alumni in various ways. The two primary bodies that facilitate this interaction are the following:

- 1) The Alumni Council serves as an advisory body to the Management Team of the Hertie School. It consists of members from all programmes and cohorts to reflect the diversity of the Hertie School Alumni community.
- 2) The Alumni Chapters serve as the primary connection point for alumni after graduation. The Alumni Council and the Alumni Chapters are in regular contact and aim to exchange ideas to improve the Alumni Network. To ensure a smooth and easy exchange of information, one or two Chapter Leads are also appointed members of the Alumni Council each tenure.

The Chapters exist to

- 1) Serve as the primary connection point between the School and alumni in order to foster a mutually-supportive and engaged community, to be able to connect and reconnect alumni to the School and vice versa.
- 2) Strengthen the local alumni connection to the School through communications, events,

- participation in the annual Alumni Reunion, and supporting faculty visits.
- 3) Support the Hertie School to build and strengthen its global presence, media initiatives and other planned events.
 - 4) To assist and advise the Hertie School Recruitment unit in key activities, including student recruitment and career development as well as to promote opportunities for local engagement between prospective students, current students and alumni by supporting and/or attending prospective student information sessions, as requested.

The Hertie School will support the Chapters by

- 3) Offering a point of contact and any necessary advice from Alumni Affairs.
- 4) Providing administrative support for events (as appropriate).
- 5) Providing financial support for events (as appropriate and following prior written agreement).
- 6) Providing advance notice of faculty and staff visits.
- 7) Sending a yearly update of all returning alumni, as provided by the programme offices, to all Chapters leads.

Article II – Membership

Full membership in the Chapters can be open to all who have alumni status, as defined by the Hertie School (see Appendix A for alumni status-eligible programmes). Alumni can independently join a specific Chapter, based on where the alumni spends most of their time. In order to join this specific Chapter, the alumni need to inform the Alumni Affairs of the Hertie School, which maintains a central register of Chapters and their members.

Article III – Chapter Leads, Terms of Office, Succession Planning

Section 1a. Chapter Leads

The Chapter Leads are the administrative heads of each chapter and should consist of two Co-Leads. Chapter Co-Leads should ideally be gender-balanced. Chapter Leads are the main point of contact between the Chapter and the Hertie Alumni Office.

Section 1b. Board Structure

Recognizing that each alumni chapter will vary in size and engagement, local chapters may choose to expand the administrative structure of their organization beyond the Co-Leads to establish a more formal board.

Up to seven additional positions can be elected to serve as Members of the Chapter Board. Roles of Board Members may include, but are not limited to, Membership Secretary, Event Lead, Communications Lead (with responsibility for any online/social media), Career Services, Lifelong Learning and Executive Education. The Chapter Boards should ideally be gender-balanced.

Local alumni, facilitated by Co-Leads and Alumni Affairs, can determine a structure that works well to encourage and sustain the engagement of the local community.

Section 2. Succession Planning

The Chapter Co-Leads (and if applicable, Chapter Board members) shall be selected by the general assembly of each regional Chapter. If no general assembly of a regional Chapter takes place within an appropriate time period, the Chapter Leads and the Chapter Board can alternatively be appointed by Alumni Affairs of the Hertie School. If no elections are held within 1,5 years, the Hertie School may appoint new Chapter Leads and Chapter Board members.

Section 3. Terms of Office

Members of the Chapter Board, including Chapter Co-Leads, are expected to serve a two-year term and may be re-elected indefinitely. Where a Chapter Lead leaves the Chapter, moves out of the area, and/or resigns, the Chapter Board can appoint an Interim Chapter Lead. In addition, Alumni Affairs can help to identify a replacement. Vacancies on a local Chapter Board may be filled by agreement of the majority of the remaining Chapter Board.

Article IV – Meetings of the Chapter Board

Meetings of the Chapter Board shall be held at the discretion of the Chapter Board. At a minimum, at least one meeting per calendar year should be held to prepare an annual events plan, which will then be submitted to the Manager Alumni Affairs. The agenda of this yearly meeting should also consider and set the timing of a general assembly and determine succession of Board as appropriate.

Article V – Representation at the School

Alumni representatives in various school committees, e.g. the Academic Senate, are expected to remain in close contact with the Chapter Leads around the world to facilitate an exchange between the Alumni Chapters.

Article VI – Dues/Membership fees

No fees shall be collected for membership.

Article VII – Annual Alumni Reunion in Berlin

The annual Alumni Reunion in Berlin at the Hertie School serves as the main meeting for exchange and coordination of Chapter activities.

The Hertie School will provide financial support for Chapter Leads to join the Reunion in Berlin.

Article VIII – Amendments

Amendments to this Alumni Charta may be proposed in writing by any alumni to Alumni Affairs at the Hertie School. During the annual Alumni Reunion of the Hertie School in Berlin, Chapter Leads, Chapter Board Members, Alumni Affairs and the Alumni Council will vote on all proposals.

Article IX – Miscellaneous

Section 1. Ethics/Conflicts of interest

Chapter Leads and volunteers should operate according to the Hertie School Code of Conduct. This includes keeping separate all personal or commercial business with Alumni Chapter activities or communications and signing the data protection form.

Section 2. Removal of Chapter Lead, Chapter Board Member or Chapter Member

The Hertie School has the discretion, at all times, to require the removal of Chapter Members (Board Members and Chapter Leads included) should the individual act in a way that could be construed as prejudicial to the Hertie School.

All Alumni may report any suspicious or unethical activities to Hertie Alumni Affairs for further investigation.

Appendix A – List of qualifying programmes

Alumni status eligible programmes

Programme	Title
MPP	Master of Public Policy
MIA	Master in International Affairs
EMPA	Executive Master in Public Administration
PhD	PhD in Governance
MDS	Master of Data Science for Public Policy

TEMPLATE

Alumni Chapter Events Plan

When planning an event, Chapter Leads shall fill out the following template and send it to Alumni Affairs, ideally six weeks prior to the event.

Event name	
Date and time	
Event description – please include information about event type (drinks, workshop) as well as any rules and guests attending	
Event Location	
Does your event require a budget? If yes, how much?	
Do you need a visual for the event – for social media promotion?	
How would you like to handle registrations? Should we open registrations on our app or will you create your own forms (Google Form for example)?	
Would you like other Hertie stakeholders to be informed / involved? (E.g. Centres, students, specific faculty members etc.)	

As per the Alumni Chapter Charter Article IV, meetings of the Chapter Leads shall be held at the discretion of the Chapter Leads, but in any case no less than two meetings per calendar year should be held. The Chapter Board should meet at least once per year to prepare an annual engagement plan to submit to the Alumni Relations Manager. In addition, the Chapter Leads meet online with the Managing Director on a regular basis to be informed about developments at the Hertie School and exchange about ongoing projects.

When planning an event, Chapter Leads shall take into consideration the following aspects:

Event Considerations:

- What is the purpose of your event? E.g. a welcome for new alumni, networking, professional interest, faculty/School update or social?
- What is the right mix of events over a year for your Chapter? Number? Nature?
- What are your target attendee numbers?
- What are the best methods and frequency to communicate to your members?
- What is the profile of your local alumni community? What kinds of speakers are available? Who are the local, prominent alumni?

- Can you partner with local organisations for some events (i.e. chambers of commerce, Consulates, peer Public Policy schools, etc.)?

Financing Events

- How do you gather payment and/or registration details?
- Can you charge for an event in your area that will a) give credibility to the event, b) break even, and/or c) reduce the no-show rate?
- Working with the Hertie School, can you reach out to any corporate sponsors to host? Is there a local alumnus/a who works at a company who might be willing to host for free or at a reduced cost?
- Consider a breakfast event, which costs less than a cocktail or dinner event

Marketing / Communication Considerations:

- Consider having a Chapter Board member assigned to coordinate communications, including the frequency and best methods to reach your fellow alumni
- Develop a regular communications plan to members considering:
 - *-When* you need to communicate with them, e.g. before and after events, before and after Chapter Board meetings, etc.
 - *-How* you will communicate with them, e.g. through Portal, social media, via post, email etc.
 - *-Who* is going to be responsible for this? (see above bullet)
 - *-What* types of activities could you carry out to increase your Chapter's regional outreach?

App

- Chapter Leads are granted editorial rights in the Hertie School Alumni app. They are expected to publish all planned events there
- The Alumni Affairs Team supports this process and assists with any technical matters
- Guidelines and tutorials are provided directly to Chapter Leads