

# Activity Plan 2016-2017

## GCA / E.MAlumni

MAIN GOALS	Specific Objectives	Means of implementation	Indicators
<p>A - GOAL: Strengthen the GCA and regional associations</p>	<p>A.SO1 - Ensure institutional stability and sustainable growth of the GCA.</p>	<ol style="list-style-type: none"> <li>1. Encourage formalised working agreements with GCA member associations</li> <li>2. Provide help to new GCA Alumni associations in formally establishing and registering</li> <li>3. Support organisations to increase payment of membership fees.</li> </ol>	<ul style="list-style-type: none"> <li>- Agreements with other GCA member associations achieved and progress of involvement</li> <li>- GCA associations formally or de facto established for each of the GC programmes</li> <li>- Amount of paying members</li> </ul>
	<p>A.SO2 - Improve coordination and cohesion of GCA activities</p>	<ol style="list-style-type: none"> <li>1. Ensure regular interaction among GCA representatives</li> <li>2. Put in place clear processes and responsibilities for Secretaries General (incl allocation of roles re EMAlumni and GCA)</li> <li>3. Effective division of tasks and projects between GCA and E.MAlumni board members</li> <li>4. Effective coordination and regular communication with EIUC on vision and strategy</li> </ol>	<ul style="list-style-type: none"> <li>- Number of Skype meetings among GCA board members, including involvement of SGs</li> <li>- Number of GCA common projects</li> <li>- Increased communication from GCA board to the GCA member associations</li> <li>- Meetings/communication between GCA/E.MAlumni/SGs and EIUC</li> <li>- Regular activity reports sent to EIUC</li> </ul>
	<p>A.SO3 - Keep strengthening the E.MAlumni while progressively balance its role with the rest of GCA associations</p>	<ol style="list-style-type: none"> <li>1. Legally establish E.MAlumni in Belgium and de-register in Italy</li> <li>2. Draft and ratify agreement between GCA and EMAlumni</li> <li>3. Use E.MAlumni's experience to guide other associations' development</li> </ol>	<ul style="list-style-type: none"> <li>- E.MAlumni registration complete</li> <li>- Having the GCA/E.MAlumni agreement in place</li> <li>- Increased activity by all GCA member associations</li> </ul>
	<p>B.SO1 - Build an effective strategy for data collection on E.MAlumni and expand it to all GCA associations</p>	<ol style="list-style-type: none"> <li>1. Further build database of alumni to increase quantitative data available, and develop systems for inputting for analysis and expert identification (this depends on GCA associations to share data)</li> <li>2. Put in place strategies to encourage alumni to: a) set up a profile on the GCA website; b) keep the profile updated; and c) engage with the community through participation in fora.</li> </ol>	<ul style="list-style-type: none"> <li>- Number of alumni details in database shared by regional associations</li> <li>- Number of alumni registered to the website</li> <li>- Development of systems for quantitative/qualitative data analysis</li> </ul>

<p><b>B - GOAL: Strengthen the global alumni community</b></p>	<p>B.SO2 - Get more alumni actively engaged with the GCA/E.MAlumni and ensure continuity of membership</p>	<ol style="list-style-type: none"> <li>1. Effectively communicate the benefits of being an active member of E.MAlumni</li> <li>2. Start using automatic renewal system for E.MAlumni active membership</li> <li>3. Carry out a needs and expectations analysis within the membership of the E.MAlumni, and encourage all GCA associations to do the same</li> <li>4. Further institutionalise the Ambassador - Hub - Buddy strategies to help strengthen local bonds</li> <li>5. Develop ways for Alumni to get involved in substantial projects outside the Board structures</li> </ol>	<ul style="list-style-type: none"> <li>- Number of active membership</li> <li>- System for automatic renewal of active membership in place</li> <li>- Number of Ambassadors</li> <li>- Number of active hubs</li> <li>- Number of alumni taking the initiative in E.MAlumni/GCA activities</li> </ul>
	<p>B.SO3 - Strengthen bonds among GCA Alumni</p>	<ol style="list-style-type: none"> <li>1. Promote greater interaction between Alumni from different programmes</li> <li>2. Create new incentives in conjunction with EIUC and GC to encourage alumni to engage with the network</li> </ol>	<ul style="list-style-type: none"> <li>- Increased common spaces for alumni to interact in the website and other fora</li> <li>- Increased opportunities and incentives offered by EIUC for Alumni to participate in in person activities such as trainings or seminars in Venice</li> </ul>
<p><b>C - GOAL: Increase awareness and recognition of GCA and alumni network</b></p>	<p>C.SO1 - Ensure consistent branding for GCA and clearer distinction between E.MAlumni and GCA</p>	<ol style="list-style-type: none"> <li>1. Liaise with EIUC on new visual identity and further develop the GCA brand</li> <li>2. Update the GCA website accordingly</li> <li>3. Make GCA's structure clearer in internal and external comms</li> </ol>	<ul style="list-style-type: none"> <li>- Logos and brand consistently updated in all booklets, website...</li> <li>- Develop &amp; share public organigram on GCA's structure</li> </ul>
	<p>C.SO2 - Improve outreach and communication</p>	<ol style="list-style-type: none"> <li>1. Review and implement communications strategy for GCA and E.MAlumni</li> <li>2. Make greater use of Ambassadors to improve outreach on different initiatives</li> <li>3. Build a common GCA social media strategy (facebook, twitter, use of youtube, etc)</li> </ol>	<ul style="list-style-type: none"> <li>- Number of followers in social media</li> <li>- Attendance to Alumni events</li> <li>- Number of Newsletters disseminated</li> <li>- Outreach strategy for 20th Anniversary event</li> </ul>
	<p>C.SO3 - Use the 20th year E.MA Anniversary as an opportunity for increased recognition among Alumni</p>	<ol style="list-style-type: none"> <li>1. Prepare a concept note for an Anniversary event in Venice in September 2017</li> <li>2. Build a strong outreach strategy through preparations for the Anniversary</li> <li>3. Encourage active membership through preparations for the Anniversary</li> </ol>	<ul style="list-style-type: none"> <li>- Concept note on Anniversary event</li> <li>- Mapping exercise of E.MAlumni from the oldest to the youngest generations</li> <li>- Number of new active members</li> </ul>

D - GOAL: Foster career development of GC Alumni	D.SO1 - Give guidance to junior Alumni at the start of their career	<ol style="list-style-type: none"> <li>1. Successfully carry out the mentoring programme 2016/17 and ensure follow up</li> <li>2. Participate in the Career Day 2017 in Venice and promote Career days in the rest of GCA associations</li> <li>3. Create guidelines on selection processes at IGOs (EU, UN) - [see also E.SO2]</li> <li>4. Have GCA presence in the Global Classroom 2017 to provide some career guidance and to promote engagement in the GCA [see D.SO3.3]</li> </ol>	<ul style="list-style-type: none"> <li>- Number of applicants mentors/mentees</li> <li>- Follow-up participation (mentoring space in website)</li> <li>- Evaluation report of Career Day (to be filled in by masterini)</li> <li>- Presence in Global Classroom 2017</li> </ul>
	D.SO2 - Provide online tools to foster knowledge and exchange	<ol style="list-style-type: none"> <li>1. Further promote the use of HeinOnline by Alumni</li> <li>2. Create more spaces in the website for Alumni interaction and exchange of tips</li> <li>3. Explore options to foster academic exchange for Alumni (i.e. a papers database or annual e-yearbook with select articles from GCA alumni)</li> <li>4. Harmonise the GCA Digest, ensure regular input of jobs/internship postings on the website</li> </ol>	<ul style="list-style-type: none"> <li>- Use of GCA Digest, number of job offers</li> <li>- New interactive spaces created in the website</li> <li>- Number of registrations to HeinOnline</li> <li>- Options on academic exchange discussed</li> </ul>
	D.SO3 - Promote the participation of GCA Alumni in EIUC-led activities	<ol style="list-style-type: none"> <li>1. Further develop Alumni's participation as teachers in the Human Rights Defender and other modules</li> <li>2. Support Alumni to teach/make presentations/workshops in Venice during workshops/specialised courses organised by EIUC</li> <li>3. Submit proposal for 2 (self-funded) places be reserved to GCA/E. MAlumni in the Global Classroom in May 2017</li> </ol>	<ul style="list-style-type: none"> <li>- Proposals submitted</li> <li>- Participation of Alumni in EIUC-led activities</li> </ul>
	D.SO4 - Develop a human rights practitioners' community for professional exchange	<ol style="list-style-type: none"> <li>1. Submit proposal for expert database development to EIUC to discuss creation of incentives</li> <li>2. Develop a concept note for thematic spaces in the website where members can gather and exchange practical knowledge on X topic</li> </ol>	<ul style="list-style-type: none"> <li>- Proposal submitted, talks initiated</li> <li>- Concept note for new thematic spaces in the website</li> </ul>
		<ol style="list-style-type: none"> <li>1. Create a space in the website for the promotion of Alumni initiatives</li> </ol>	

E - GOAL: Increase the potential of the GCA network as an agent of change	E.SO1 - Promote and support Alumni's activism/projects/awareness-raising campaigns	<ol style="list-style-type: none"> <li>1. Create a space in the website for the promotion of Alumni initiatives (e.g. a 'GCAActivism Orbit' where Alumni can post and promote their initiatives)</li> <li>2. Boost the creation of structured thematic groups by Alumni to organise periodic debate sessions, film screening, expositions, etc.</li> <li>3. Select and award the E.MActivism Prize with particular attention to the quality/merits of the project/initiative</li> </ol>	<ul style="list-style-type: none"> <li>- Creation of new space in the website</li> <li>- Organisation of a number of thematic groups/sessions</li> <li>- Creation of a new evaluation system for E.MActivism prize</li> </ul>
	E.SO2 - Promote the presence of GCA Alumni in relevant human rights positions at international level	<ol style="list-style-type: none"> <li>1. Carry out a strategic mapping of &amp; engage in a regular exchange with alumni working in relevant positions</li> <li>2. Provide guidance and information on how recruitment processes work at relevant international institutions (UN, EU)</li> </ol>	<ul style="list-style-type: none"> <li>- Mapping exercises on alumni's professional paths</li> <li>- Guidelines on selection processes at IGOs</li> </ul>
	E.SO3 - Increase GCA's internal and external recognition as an agent for human rights promotion	<ol style="list-style-type: none"> <li>1. Organise a GCA Human Rights event on a current topic, inviting experts within and from outside the network (e.g. during the FRAME conference)</li> <li>2. Involve other human rights activists and defenders in some activities organised by Ambassadors</li> <li>3. Expand external relations with key stakeholders in Brussels and other main cities / institutions via bilateral and multilateral meetings</li> </ol>	<ul style="list-style-type: none"> <li>- Inclusion of external participants in events/gatherings</li> <li>- Number of participants to Human Rights event</li> <li>- Consultation meetings with key stakeholders i.e. European Commission, Human Rights and Democracy Network (NGO network, and other relevant human rights actors</li> <li>- Exchanges with other Alumni associations (College d' Europe, LSE, Oxbridge)</li> </ul>
F - GOAL: Promoting equality of opportunities in access to human rights education and jobs	F.SO1 - Promote equal access to GC programmes and trainings	<ol style="list-style-type: none"> <li>1. Explore options to develop fundraising for scholarships to study in the regional programmes</li> <li>2. Negotiate reduced fees in training courses with EIUC and major training centres (including online)</li> </ol>	<ul style="list-style-type: none"> <li>- Study on fundraising for scholarships done</li> <li>- Talks with EIUC on further fees discounts</li> </ul>
	F.SO2 - Promote equal access to the human rights job market	<ol style="list-style-type: none"> <li>1. Prioritise fair and sufficiently paid internship schemes in the job board and the Digest</li> <li>2. Liaise with organisations of young professionals in human rights/international field (such as the UN Fair Internship Initiative or the European Youth Forum) and serve as a focal point for information exchange</li> </ol>	<ul style="list-style-type: none"> <li>- Number of paid internships advertised in the job Digest</li> <li>- Contact established with youth organisations</li> </ul>