

## **E.MAlumni Board 2.0 Initial Working Plan (19 September 2012)**

### **Target and Objectives of this Document**

This is an initial statement by the E.MAlumni Association Board elected for the term of July 2012 to June 2014 (Board 2.0). This initial working plan is addressed to the EIUC and E.MA and shared with the E.MAlumni Community. It will be extended and amended over the term of the two years and priorities will be set. While the projects are expected to continue over the two years, the budgets are for the next 12 months period (see Annex 1).

The E.MAlumni is planning to work through activities and projects with targeted strategic goals. Projects' budgets are budgeted at minimal cost (usually at no financial costs) and try to optimise the role of the E.MAlumni community as an inestimable added value and to support the integration of the Global Campus (GC). Through these projects the E.MAlumni plans to take new steps in fundraising through membership and in identifying external sources of finance. Some projects and activities listed below will be carried out by the Association independently, others in cooperation with EIUC, E.MA and the GC more generally. This document is therefore also a proposal for areas of cooperation between EIUC, E.MA, GC and the Association - some of which will be a continuation of cooperation established during the last years. The list of projects is an initial one because the Board 2.0 will add to project ideas including those from the wider E.MAlumni community. At the end of the document we have presented a short statement on the work done by the Board 2.0 during its first 60 days after election.

The Board 2.0 is very grateful for the support EIUC has provided the organisation with and is looking forward to the next two years of close cooperation. The E.MAlumni plans to return support EIUC through tangible results for instance in terms of supporting the integration of regional Masters into the GC, cooperation in organising activities, visibility and detailed figures of the E.MAlumni population. However, the Association has not yet reached a financial economic independence and is counting on EIUC's funding in support of some projects of the Association, for instance in the co-financing of experts in support of the website and the administration and organisation of the Association's work. This plan includes many projects that the E.MAlumni Association has carried out over the past two years as well as important new project proposals which will require consistent administrative support in order to be most effective. This implies that for the near future, although the organisation is growing, it will continue to rely on the support of EIUC while also enriching EIUC's activities through projects and initiatives. The commitment of E.MAlumni will be one of the best testimonies for the success of EIUC's main projects which are E.MA and the Global Campus.



The Board 2.0 is looking with great interest to the development of the GC as a space of further cooperation with EIUC, E.MA and the other Regional Masters and is very motivated to support this important project and in a variety of ways including fulfilment of the Alumni's consultative role. The Board 2.0 commits to the best of its capacity to deliver positive results in the shared objective of promoting human rights education and initiatives.

### General Strategic Lines of the Board 2.0

The Board 2.0 has identified three main activities to strengthen the organisation and work towards the main objectives of the organisation as outline in the statute:

- a) To promote and reinforce contacts between its members, at a professional as well as at an informal level;
- b) To support the activities of the European Inter-University Centre for Human Rights & Democratisation (EIUC) and;
- c) To promote human rights and democracy in Europe and throughout the world.

**Community Building.** The number of E.MAlumni is over 1200 living and working in five continents and in different kinds of entities including Government, IGOs, NGOs, the private sector and academia. The overall number of graduates including those from different regional Masters which will eventually be integrated through the GC is greater and means an unrivalled wealth of expertise, experience and networks. The potential of this community can be enhanced and further utilised by:

- a) Collecting professional information about E.MAlumni and cooperating with other regional Masters to find out about their alumni;
- b) Connecting the community members;
- c) Supporting and strengthening their cooperation and making links to Alumni of regional Masters.

Initial steps to take in order to achieve this objective are:

1. Intensify the use of the existing E.MAlumni website and the involvement of non-active or less active members;
2. Involve recent E.MA graduates and reconnect with older generations; connect with regional Masters alumni
3. Increase the number of (micro-)projects co-participated by the E.MAlumni community;
4. Make the Association visible and appealing to E.MA students to facilitate their active participation as soon as they graduate and create opportunities for Alumni from regional Masters to get involved in different ways.



**Institutional Strengthening.** After the revitalisation process occurred in 2009-2010 and the work of the first E.MAlumni Board (2010-2012) the Association has achieved a stable institutional character. Some improvements need to be accomplished in order to:

- a) Strengthen and improve internal functioning mechanisms;
- b) Maximise existing funding sources (i.e. membership fees) and explore new funding possibilities to support identified actions in the future;
- c) Increase transparency;

Initial steps to take in order to achieve these objectives are:

1. Create Standing Orders which will also outline relationships with regional Masters alumni;
2. Adopt an Action plan and continue the revision of the Statute;
3. Identify existing funding possibilities and alternative sources of financing, taking tax obligations into consideration;
4. Employ a dedicated staff member to cover the functions of Secretary General as detailed in the Statute to provide consistent support to the work of the Association.

### **Enhanced cooperation between EIUC, E.MA. and the GC**

Positive results were achieved in the past two years through the cooperation between the E.MAlumni and EIUC in activities such as: the E.MA Career Day and the Human Rights Defender cluster. Moreover EIUC has supported the Association in a number of other areas: design and development of the Website; financing of the Career Development Officer; legal advice; organisation of the Annual General Assembly.

The E.MAlumni Board 2.0 would like to see the cooperation with EIUC continue and expand, including playing an active consultative role in the GC, the co-financing of projects and activities between the Association and EIUC. The E.MAlumni Association would like to acquire a leading role in:

- a) Developing a more detailed database of E.MAlumni;
- b) Establishing and enhancing cooperation with Alumni Associations of other Regional Masters;
- c) Offering EIUC its lobbying capacity and its pool of knowledge and expertise for the educational programmes, including E.MA and beyond.

The main value and potential of the association is its community and membership. Only through a strong and motivated community the Association can provide an added value to its members and to its partners, including EIUC and E.MA, and find new sources of funding. This is the reason why the first two main activities listed above ("Community Building" and "Institutional Strengthening") are fundamental to achieving the third one.



## Projects and Cooperation Ideas between E.MAlumni and EIUC

This is an overview of project proposals of the E.MAlumni Board 2.0 for the next two years including estimated budgets followed by more detailed project descriptions.

### A. Fundraising & Development

#### *Strategic Reasons*

The appeal of an Alumni Association lies in its sense of community of like-minded people who can benefit from their interconnectedness, both professionally and personally. The E.MAlumni is of strategic importance for EIUC for their greater outreach in recruiting new students, securing funding and staff. E.MAlumni has the potential to strengthen the brand of EIUC and raise its profile by encouraging graduates to remain connected to the programme by opening up their present and future networks. In order to encourage a vibrant and active membership, it is necessary to ensure sufficient income to provide benefits: newsletter, career development, and network. As with all good business, it is necessary to invest in order to get results. The expertise of active members is also the Association's greatest asset when it comes to providing outside agencies (EU, UN etc. but also private sector organisations) with profiles of Human Rights experts. Being able to offer access to a database of Human Rights consultants is therefore another income source with great potential. This will require initial enquiry into E.MAlumni's tax obligations.

#### *Implementation*

1. Research the demand for access to a Human Rights Experts database, in particular by EU, UN and private consultancies that could be interested in having our community of experts as a resource for their services;
2. Examine existing funding sources: To date it appears that almost all funding has come via membership with and considerable support provided by EIUC for specific purposes. In order to retain and increase membership, it is necessary to continue to advertise the appeal of E.MAlumni to graduating students and existing members. A package of benefits should be clearly communicated to attract interest;
3. The notion of community is best placed in the community. As already suggested, Clusters in major cities such as Brussels, London, Geneva, Berlin etc. should be set up, each chaired by an Ambassador, as put forward in the working projects in this document. This would allow a more visible, personal and active sense of membership. Each cluster would be given ownership of its activities which should serve to attract membership and create face-to-face networking opportunities. As soon as local clusters are established, members shall decide what type of actions-events they will be involved in. Information shall be published in the E.MAlumni website and through social networks;
4. Communication to members should reflect the benefits of membership. A newsletter with a more visual approach, containing photos from relevant events,



preferably local cluster events, would be extremely helpful in making the E.MAlumni more personal and personable;

5. It may be wise to examine the possibility of various levels (and therefore fees) of membership which reflect various levels of benefits. Eg. one-on-one mentoring is quite a luxury which has till now proved popular. This could be incorporated into a premium membership at a later date. Another element could include reduced rates for conferences, trips etc;
6. The Working Group on Fundraising will seek to liaise with the soon to be appointed fundraising manager of the GC? to optimise and coordinate outreach and development. A collaborative approach between the E.MAlumni Board and the new GC fundraiser would be highly beneficial for both.

### *Budget*

For the implementation of these plans we will rely on the good will of our existing board members as well as a champion (i.e E.MAmbassador) within the Association. The main cost envisaged is in the communication and maintenance of the database and the possibility of occasional travel. Invitations to events can be kept to a minimum by using E-invites or email, although they should reflect the essence of a real invitation. The estimated budget for incurred costs is €500 for 2 years and the E.MAlumni will evaluate each expense on a one by one basis.

Administrative support with the task is necessary and could be provided by the Secretary General.

## **B. Career Service**

The Career Service is one of the most important activities of the E.MAlumni Association as it directly responds to an expressed need by E.MAlumni and will be of great value to alumni of the Global Campus. The Career Service includes a range of projects detailed in this document such as the Mentoring Programme and the Career Day which the Career Officer previously provided administrative support for. It also includes very specific tasks the Career Officer was responsible for such as weekly searching and publishing Human Rights job and internship openings on the E.MAlumni website, compiling an extensive link list for job listing websites, drafting documents explaining application processes specific for a range of international institutions.

### *Strategic Reasons*

A career survey, carried out by the E.MAlumni Association amongst Alumni of the E.MA in 2011 (160 respondents), it became apparent that graduates would like the E.MAlumni Association to provide a career service specifically through:

1. Targeted human rights job listings – 30.36%;
2. Guidance on where to look for jobs (link list etc.) 22.01%;
3. Targeted counselling on application processes 19.78%;
4. Exchanging experience with other E.MAlumni (e.g. Mentoring) 24.51%;



The previous Board was able to respond to this concrete demand from E.MAlumni with the support of the Career Officer (co-financed with EIUC). It is vital that these activities will be carried on, helping E.MAlumni to fulfil their potential and have they career they aspire to as this will in turn positively reflect on the E.MA and increase the valuable contributions E.MAlumni can make to the programme.

#### *Implementation*

The role of the Career Officer, ideally included in the role of a Secretary General, is absolutely vital to guarantee the a similar level of quality Career Service as the E.MAlumni Association has been able to provide members with over the past months. The Board 2.0 would like to continue all previous activities mentioned above and expand on them engaging with other Global Campus Alumni Associations, therefore requiring additional hours of administrative support. This would allow, for example, better support mentors in their role and expand the Mentoring Programme, greater volume and more specific job and internship postings, drafting additional briefs on application procedures for international organisations, facilitating Webinars with experts on specific topics.

#### *Budget*

The main cost is the administrative support to be provided by the Secretary General to ensure continuous quality and expansion of the service as numbers of E.MAlumni grow and other Global Campus Alumni Association are more closely involved.

### **C. Secretary General**

After initial failed attempts to revitalise the E.MAlumni Association in 2004 the Alumni involved in the process of creating the Association clearly stated that a key element for the success and lasting of the Association was the presence of a contracted person able to give continuity to the volunteering work of the E.MAlumni community. EIUC has concretely met this need by contracting a part-time employee in 2005 and by dedicating part of the time of its Networking Officer from 2009 to 2011. These needs are also the underlying reason why the Statute of the Association foresaw the post of Secretary General. In the last year EIUC has supported the E.MAlumni by employing a part-time E.MAlumni who served as Career Officer. The work of the Career Officer was vital for the Association to handle the increasing administrative work and also to achieve more ambitious objectives. The Board 2.0 therefore proposes the employment of a full time staff member (Secretary General), to take over responsibility for administration and tasks previously carried out by the EIUC Networking Officer and of the E.MAlumni Career Officer.

#### *Strategic Reasons*

The Secretary General would substitute the Career Officer and apart from merely administrative functions would have more responsibilities including some tasks previously carried out by the Networking Officer. This would:



1. Give continuity to and expand the Career Service;
2. Give continuity to and implement initiatives proposed by the General Assembly and the Board (e.g. Mentoring scheme, recruitment and matching; career day organisation etc.);
3. Play an essential role in linking the Alumni Associations of the regional masters as well as engaging with alumni of the Venice School of Human Rights, Venice Academy of Human Rights and participants of the Global Village more generally;
4. Carry out the administrative work of the association;
5. Actively engage in the involvement of non-active E.MAlumni;
6. Administer the E.MAlumni website;
7. Support the Board in the achievement of the three main activities listed above including support in implementing actions and projects;
8. Support the organisation of the General Assembly, Career Day and Human Rights Cluster and other activities in cooperation with EIUC.

The Secretary General vacancy could be restricted to graduating E.MA students (through a tender) and constitute a concrete employment opportunity. If EIUC agrees with this idea, this employment opportunity could be announced at the E.MA Graduation Ceremony 2012.

#### *Implementation*

Ideally the person would work remotely with sporadic travels to Venice or other locations of relevance for the work. The E.MAlumni Board would be involved in the short-listing of the candidates and would line-manage the person selected by EIUC through a tender.

#### *Budget*

The monthly salary of the Secretary General could initially be fixed at 1.250 € before tax but could be reviewed after 6 months of probation period. The position is aimed at a motivated graduate looking for work experience in a human rights related field and a position which allows a lot of flexibility, an international experience as well as scope to shape the role. The employed person would be responsible for paying his or her own taxes and other working expenses including computer and internet connection. Currently, the Association can commit to co-financing this fixed cost by 5% with the aim of increasing this contribution as fundraising activities develop further and yield greater income. The E.MAlumni would be very grateful if EIUC could support the remaining costs of this vital support role.

#### **D. Website code developer**

The E.MAlumni website is a complex software that requires management and improvements to suit the dynamic needs of the E.MAlumni community. During the past three years EIUC has granted support to the Association through the work of a contracted software developer. If confirmed for the next two years such support would guarantee stability and efficiency to the whole communications strategy of the





Association. It is therefore fundamental for the overall performance of the Association. Funding for this is essential for the existence of the E.MAlumni.

#### *Strategic Reasons*

1. Develop and refine the E.MAlumni website and explore options of expanding/integrating it with other regional alumni websites;
2. Implement new online tools allowing wider networking and information sharing to the E.MAlumni community;
3. Intensify the implementation of projects and cooperation among E.MAlumni living in different continents;
4. Increase visibility and usefulness of the statistics related to E.MAlumni professional information and the database.

#### *Implementation*

EIUC will evaluate whether continuing working with the previously contracted software developer is viable and if not launching a tender to appoint another contractor. The E.MAlumni Board will be in charge of the direction of the work to be done. Initially this work will be carried out exclusively by the E.MAlumni Board and it will be shared with the staff member (Secretary General) to be contracted in the future by the Association.

#### *Budget*

The hourly rate of the software developer may vary between 20 and 25 € depending on experience. The average amount of monthly working hours is estimated between 20 and 30 hours. The resulting average amount of monthly salary should be estimated at around 563 €. Until further funding sources have been established, the Association will rely on EIUC to cover these costs for what is very essential to the functioning of the Association.

#### **E. E.MActivism Prize**

The Board 2.0 would like to award a Prize during the E.MA ceremony 2012 to the E.MA graduate that was most active in organising collateral activities, human rights and democratisation initiatives and fostering community life in Venice during the first semester and online before and during the E.MA. The prize takes its name from a similar prize named "Ubuntu Prize" awarded in the African Regional Master.

#### *Strategic Reasons*

1. Give visibility to the Association and raise awareness among graduating and incoming E.MA students;
2. Encourage graduating E.MA students to register to the E.MAlumni website and attract new membership;
3. Take a step further in networking within the Global Campus Alumni network by making contact with the Alumni Association and Regional Master based in Pretoria;
4. Raise awareness amongst the guests of the E.MA ceremony of the social dimension of the E.MA as a consistent component of the E.MA programme and an added value of its educational structure;



5. Highlight the intercultural dimension of human rights;
6. Highlight the intercultural dimension of the E.MA and EIUC.

#### *Implementation*

The Association opened a poll for graduating students in the E.MAlumni website for 15 days in September. Graduating E.MA students 2011/2012 will elect the E.MActivism Prize winner. In case of a tie between students, the prize will be awarded jointly and the cash prize split evenly.

#### *Budget*

The Prize will be a sculpture. The E.MAlumni will cover the total budget of this prize.

### **F. General Assembly & Career Day**

EIUC has supported the organisation of the E.MAlumni General Assembly in the last two years. These assemblies were organised in Brussels in May 2010 and September 2011. At the request of several E.MAlumni, to revamp the spirit of the E.MA experience, to make the organisation more effective and to reduce implementation costs, the Association proposes to EIUC to hold the next General Assembly in Venice.

The E.MAlumni Association was directly involved in the organisation of the first two E.MA Career Days in the last two years. As the Association intends to cooperate even more with EIUC in the organisation of this project and to involve more E.MAlumni in the Career Day, the Association proposes to organise the two events together on 25 (Career Day) and 26 (General Assembly) January 2013.

#### *Strategic Reasons*

The organisation of two consecutive events will:

1. Acknowledge and accomplish the request of the E.MAlumni community to hold a general assembly in Venice;
2. Allow the involvement of a larger number of E.MAlumni during the Career Day;
3. Give E.MA students closer contact with the Association and start to catch their interest for it;
4. Cut costs of the two events.

#### *Implementation*

As with previous years the Career Day will be held on one day, Friday, 25 January and selected E.MAlumni will contribute to the different panels. The Board 2.0 will be in charge of co-organising the programme with the E.MA Programme Director and will select the E.MAlumni to contribute to each panel.

Similar to previous years the General Assembly will be held on one day, Saturday, 26 January. The Board 2.0 will be in charge of organising the programme in consultation with the EIUC Secretary General and the E.MA Programme Director.

Invite members of other regional Masters alumni.

#### *Budget*

The Career Day is a curricular activity covered by the budget of the E.MA.

Travel expenses of some E.MAlumni are covered for the Career Day. Other expenses include a light buffet lunch and dinner for the 30-70 E.MAlumni participating in the event. A more precise estimate of the budget for this event will be done in consultation with EIUC. The co-financing scheme can be applied having the Association co-financing the event.

Administrative support with the task is necessary, it could be provided by the Secretary General.

#### **G. E.MAday**

E.MA and EIUC will gain visibility by closely engaging with E.MA students during their stay in the second semester destination, with the E.MAlumni community and the partner universities. In order to give wider visibility to the E.MA during the application period, the Board 2.0 would be glad to cooperate with EIUC and E.MA in the organisation of an open day at participating Universities and present E.MA and EIUC to potential students by staffing a stall alongside E.MA Students, E.MAlumni and staff of the EIUC partner university in order to promote the E.MA to possible candidates.

#### *Strategic Reasons*

1. Increase the number of applications to the E.MA;
2. Increase the involvement of E.MA students, E.MAlumni and partner universities in the promotion of the E.MA;
3. Foster the contact between E.MA students and E.MAlumni Association in light of future membership;
4. Strengthen the sense of community among E.MAlumni and refresh their link with E.MA and EIUC.

#### *Implementation*

E.MAlumni will co-organise the event in cooperation with the E.MA Programme Director. Ideally the event will take place during one day at the end of February when the E.MA students are already in the host university and the call for the E.MA of the following year is still open. Each EIUC partner university should support the organisation of a stand equipped with flyers where E.MA students and E.MAlumni would stay during half or full day to provide information to potential students. Adequate visibility must be previously granted to the event by all actors implied, in particular in specific centres of interest (faculties of humanities, law, international relations...), in order to attract the highest possible number of perspective candidates.



It might not be possible to organise the E.MA day in all EIUC partner universities, in which case it could be a good start to organise it in the most important cities and start the project this academic year in order to improve it in the future.

#### *Budget*

The budget of the event includes the printing of advertising material normally provided by EIUC to all its partner universities. Reimbursing reasonable travel costs for E.MAlumni attending an event (if they come from outside the city) near them should be considered and partner universities are encouraged to invite E.MA students and E.MAlumni for an informal drink to conclude the day and provide networking opportunities.

Administrative support with the task is necessary and could be provided by the Secretary General.

#### **H. E.MArrivals**

One of the unique features of the E.MA is the opportunity to spend one semester in Venice, with 90 enthusiastic colleagues and then depart for a second semester at one of the 41 EIUC European universities. The diversity of the experience in the second semester destination on the one hand provides openness and attracts academic and personal interest from a more extended pool of candidates; on the other hand it results in different experiences in particular when it comes to logistics. Some EIUC partner universities offer support in finding accommodation but most often E.MA students have to look for themselves, which can be challenging. This project aims to assist E.MA students in finding affordable and appropriate accommodation.

#### *Strategic Reasons*

1. Offer E.MA students provisional accommodation of three days upon arrival at the second semester university;
2. Offer E.MA students the expertise of the E.MAlumni living in the city for a longer time in identifying the best place to live in the second semester destination;
3. Attract E.MA students to the E.MAlumni community;
4. Strengthen connections between E.MA people (Students and Alumni) in the EIUC second semester destinations cities;
5. Support the creation of local clusters (see project below);
6. Attract both E.MAlumni and E.MA Students to the E.MAlumni website and request them to fill in their profile. This information will then also be used to provide statistics on the professional situation of the E.MAlumni community, therefore see point 7 below;
7. Enrich the availability of information about the E.MAlumni community and strengthen fundraising opportunities;



### *Implementation*

In cooperation with the website developer to be employed, the E.MAlumni Board will build a database of logistic information to be posted on the E.MAlumni website. This database is partially in place in the user profile and needs to be customised and enriched with a matching tool that identifies who offers support (E.MAlumni) with support requests (E.MA students). Once the second destinations have been assigned, the Board will call for E.MA students requesting support to navigate the E.MAlumni database in order to identify people living in their second semester destination and who are willing to offer support.

Further discussion in the articulation of this project may involve EIUC and its partner universities to identify forms of attraction and compensation that may increase participation from the E.MAlumni side.

### *Budget*

There is no specific budget for this project but it must be taken into account that for its realisation technical (website) and administrative support with the task is necessary, it could be provided by the Website Code Developer and the Secretary General.

## **I. E.MAlumni on the field**

The Aim of this project is to give visibility to the activities of E.MAlumni working on the field worldwide.

### *Strategic Reasons*

1. Increase visibility for the work of E.MA graduates around the world;
2. Expand the sense of community of experts among the E.MAlumni;
3. Intensify networking and lesson learning among the experts of the E.MAlumni community and intensify their exchange of good practices;
4. Produce video material able to transmit what are the activities carried on by E.MAlumni on the field;
5. Use the produced material in the advertising campaigns of the E.MA.

### *Implementation*

The project will be implemented in 3 phases which are modular and independent. The objectives of the different phases are:

1. Building of a youtube repository;
2. Creation of database of projects, people, countries and thematic;
3. Networking as mutual learning.

Only the steps implementing phase one has been detailed already. The other two phases will be implemented later on. Concrete steps for the implementation of phase one are:

1. Write an email to former students in order to invite and inform everyone about the project and the aim of the video that will be publish on youtube, in order to build a real community;



2. E.MAlumni on the field will produce short videos of 30 to 90 seconds to explain where they work and what they do. Each video must contain a short textual description of the project in which the E.MAlumnus/a works;
3. All videos received will be shared in a dedicated youtube channel and embedded in the E.MAlumni website in open-access;
4. Open up to Alumni from other Regional Masters or at least advertise it to them.

#### *Budget*

Each phase is developed with a specific budget. Phase one will be developed through the work of the E.MAlumni Board and community and no extra costs are foreseen.

Administrative support with the task is necessary and could be provided by the Secretary General.

#### **J. Local Clusters**

Building on the experiences of the past years of holding informal meetings among Masteroni, the Board 2.0 is looking forward to fostering gatherings of Masteroni and Masterini living in the same area. On the one hand, the goal is to create new spaces and to contribute to existing ones, to exchange ideas and launch debates, if there is the interest and willingness to do so, on topics of common interest. On the other hand, the idea is also to give a platform for organising social events, and sharing useful information about where we live. In addition, the clusters can become an integral part of E.MAlumni's outreach and development strategy by keeping former students connected to the programme and attracting potential new students and teaching staff. It can provide an extremely important platform for face to face networking and bolster the notion of community within the Association.

#### *Strategic Reasons*

1. Facilitate networking among Masteronis and Masterinis;
2. Support the launching of local clusters in those areas where Masteronis and Masterinis are interested in getting a space for exchanging ideas or for more social events;
3. Strengthen the potential of the EMA community members, taking into account that being in different institutions and organisations and engaged in a wide variety of projects, could provide an added value to our work;
4. Create representative clusters of the E.MAlumni Association and be ready for further parallel initiatives to be carried out in support of EIUC, E.MA and the Global Campus.

#### *Implementation*

The WG shall start with a pilot project in Brussels, where an important number of Masteronis and Masterinis are based. Firstly, we shall send a general call by mid-September through the Website to identify interested EMA members in this initiative.



Upon receiving responses, we shall arrange where to gather, so as to meet and start identifying common interests and what type of tools shall be used for arranging forthcoming gatherings (Facebook, common list of emails).

#### *Budget*

No assigned budget initially. If funding could be allocated for organising debates, in order to count on the presence of interesting and appealing personalities, it could be an asset to organise rich debates. This possibility will be evaluated in cooperation with EIUC.

Administrative support with the task is necessary and could be provided by the Secretary General.

#### **K. E.MAgazine**

The Board 2.0 has included among its activities the elaboration and publication of an EMA Newsletter (E.MAgazine), consisting of articles written by our colleagues in the field and of other pieces that might be of interest (relevant reports, events taking place in the regions where we are based, news from the Master Programmes). The idea is to continue the work launched by the previous Board and foster the participation of our colleagues in drafting a useful tool for all. The E.MAgazine is our most important tool in reaching future and existing Alumni and is essential for recruiting and retaining membership, thus securing funding for the Association.

#### *Strategic Reasons*

1. Offer a space where we can find useful tools for our work but also relating to other relevant spheres in relation to human rights and democratisation;
2. Enhance participation and involvement of the E.MA community to provide information that could be of interest to other colleagues;
3. Strengthen the E.MA brand by presenting former students in their current fields or work;
4. Be an integral part of the overall communications strategy of the Association.

#### *Implementation*

The WG shall pursue the work initiated by the previous Board on the last E.MAgazine, in order to merge existing articles with new proposals provided by Masteronis and Masterinis following a call that shall take place by the end of September. The next Edition of the E.Magazine is envisaged to be consolidated by the end of 2012. Use it to build bridges to the alumni of other regional MA.

#### *Budget*

No budget is envisaged as the collection of articles, the edition of the E.MAgazine and its uploading in the Website would be undertaken by the members of the E.MAgazine Working Group.



Administrative support with the task is necessary, it could be provided by the Secretary General.

#### **L. Mentoring Scheme**

##### *Strategic Reasons*

The purpose of this project is to help masteroni develop their professional lives and enhance the interaction between the alumni community. The scheme links those seeking assistance with career-related issues and those able to provide such assistance on a one-on-one basis. This includes advice on career choice, career change, job applications, work-life balance etc. It also encourages Alumni to complete their online profile as this is included in the matching.

##### *Implementation*

The first round opened in January 2012 and resulted in the matching of 12 pairs with the Career Officer playing a central role in the administrative side as well as the matching. For this, the previous Board developed application forms for mentors and mentees. A follow-up is required with the mentoring couples to find out about their experiences and gather their suggestions for improvement. The evaluation will be through a Survey Monkey questionnaire before December 2012 and the results should be incorporated into the next call for registration before March 2012.

##### *Budget*

While the activity is essentially free, administrative support with the task is necessary which could be provided by a Career Officer as in the past or someone in the role of the Secretary General.

#### **M. Diversity Group**

##### *Strategic Reasons*

One of the unique selling points of E.MA is its diversity of students. In order to attract the highest quality of students, E.MA needs to appeal to the widest possible pool of applicants. A diversity working group will allow for a more proactive approach to diversity. The role of this group will be to identify possible barriers to applications and uptake of places to some diversity groups and suggest ways to overcome these - thereby unlocking potential. Liaise with other regional Masters to see how they select students for example to ensure a balance etc.

##### *Implementation*

Another call for Alumni interested in joining such a working group should be sent out before January 2013. An anonymous diversity monitoring questionnaire drafted by the group should be sent out via survey monkey before July 2013 to gather statistical data on the make-up of the Alumni body including reasons for applying and accepting the offer before July 2013. Also identify opportunities for diversity monitoring at different stages of the application and graduation process. A 25% return rate of the questionnaire would be desirable.





### *Budget*

Free online software will be used so no cost is likely to incur.

### **N. Further Projects and Initiatives**

Hereafter a list of projects and ideas to be detailed in the future:

- Strengthen networking among Global Campus Alumni Associations; Development of the Database and Statistical figures about Alumni;
- Publications with Padua University - in peace and human rights;
- Definition of a new Annual theme for the E.MAlumni Association; this award should be open to all generations of E.MAlumni and given to the E.MAlumnus/a with the most relevant achievements in the area of Human Rights and Democratisation;
- The E.MAlumni Association is glad to contribute once more to the E.MA Human Rights Defenders Cluster in continuation of the work of the previous years;
- Project "E.MAmbassador" could become the coordinator of the local cluster and therefore the two projects be directly linked. The E.MAmbassador is an E.MAlumni Member representing the Association in a specific city or region in order to: 1. Encourage interaction among E.MAlumni; 2. Represent the Association *vis a vis* organizations, institutions and HR&D initiatives; 3. Organise events and other initiatives;
- Foster the involvement of E.MAlumni outside Europe;
- Project "Call E.MAfriend": Identify and involve E.MAlumni that never applied to the Association or are not too involved;
- Explore options for Webinars which could be sponsored by particular agencies or even private companies and would take the form of live blogs on specific topics which include a virtual 'panel of experts' and a moderator;
- Project "Theses mentoring scheme": in October the E.MAlumni will make itself available to E.MA students for consultations concerning their choice of thesis topics. This project can be a sub-project of the E.MAlumni mentoring scheme;
- Project "30min for E.MAlumni": Alumni can volunteer 30 minutes a week to add to the E.MAlumni website initiatives, job posts, Education (CfP, CfA) issues. For instance a group of 20 volunteers would be able to spend 10 hours a week entering content for the benefit of others which would enormously increase the quantity of posts from others;
- Project "Board on-board": Each board member is responsible for one day a week to moderate and to make the website interactive with follow up comments and new proposals;
- Create cooperation and agreements with other students and Alumni associations. First of all the EU Regional Masters Alumni and then other HR&D Alumni. Also cooperation with international students associations (i.e. AIESEC) or federations can be evaluated;
- Revision of the E.MAlumni Statute as requested by the General Assembly.



## State of the Arts of the Board 2.0 After its First 60 Days of Service

The Board 2.0 has started to work as soon as it was elected (12 July 2012) by consulting the previous Board and President and convening a first skype e-meeting hold on 16 July and a second one hold on 24 July. The Board 2.0 has identified initial Working Groups (WG) to start focusing in the three main actions listed at the beginning of this document.

The WG are:

- Career Service;
- Community Building;
- Diversity group and issues;
- E.MAlumni in the field;
- Fundraising & Development;
- Global Campus and External Relations;
- Internal Organisation;
- Local Clusters;
- Mentoring Program;
- Newsletter;
- General Assembly Organisation;
- Temporary Treasurer;
- Website.

These WG are coordinated by Board members to be expanded to the wider E.MAlumni community. The Board 2.0 has established that regular virtual e-meetings will be held monthly. The last e-meeting took place on the 30 August. The Board is co-presided By Cristiano Gianolla (President) and Lydia Malmedie (Vice-President) and is structured on a delegate model that allows to each Board member to take responsibilities in one or more WGs and in specific projects. A number of internal coordinating mechanisms have been set up and more mechanisms will be defined in the future.

Initial activities carried on during the first two month include:

- Problem solving and initial update of the website;
- Problem solving with the treasurer issue;
- Initial creation of Board internal procedures;
- Creation of the E.MActivism Prize 2012;
- Launch of the call for application of the E.MA HRD cluster.

Annex 1

E.MAlumni Board 2.0 – Working Chart 2012-2013[1]

Action   Project	E.MAlumni contribution	EIUC contribution	total cost for 1 Year	Estimated Income	Obj 1 contacts btw members	Obj 2 support EIUC	Obj 3 promote HR&D	Secretary General weekly working hours	Priority level 1 = priority; 2 = could be postpone
Fundraising & Development	%	%	€ 500	€ 2.500	yes	yes	yes	8,00	1
Career Service	None	None	None	TBC	yes	yes	yes	10,00	1
Secretary General	€ 750	€ 14.250	€ 15.000	None	yes	yes	yes		1
Website code developer		€ 6.756	€ 6.756	None	yes			3,00	1
Database of Experts	None	None	None	TBC	yes	yes	yes	3,00	1
E.MActivism Prize	€ 65	None	€ 65	None	yes	yes	yes		1
General Assembly & Career Day	TBC	TBC	TBC	TBC	yes	yes	yes	2,00	1
E.MAday	None	None	None	None	yes	yes	yes	1,00	2
E.MArrivals	None	None	None	None	yes	yes		1,00	2
E.MAlumni on the field	None	None	None	None	yes		yes	1,00	2
Local Clusters	None	None	None	None	yes	yes	yes	2,00	1
E.MAazine	None	None	None	None	yes		yes	2,00	2
Mentoring Scheme	None	None	None	None	yes			3,00	1
Diversity Group	None	None	None	None		yes	yes	2,00	2
HRD Cluster Lecturers	None	None	None	None		yes	yes		
General Admin	€ 1.000	None	None	None	yes	yes	yes	2,00	1
<b>TOTAL</b>	€ 1.815	€ 21.006	€ 22.321	€ 2.500				40,00	

Additional projects, including those listed in the Working Plan poin "N. Further Projects and Initiatives", depend on capacity and budget

The Working Plan for 2013-2014 will be developed in the Summer 2013 and will largely consolidate the steps taken in 2012-2013.