

Activity Plan 2018-2019 E.MAlumni Association

MAIN GOALS	Specific Objectives	Means of implementation	Indicators
A - GOAL: Strengthen the E.MAlumni Association and the cooperation with GCA	A.SO1 - Improve coordination and cohesion of GCA activities	<ol style="list-style-type: none"> 1. Build capacity of the new Secretary General about process and responsibilities 2. Effective coordination and regular communication with EIUC/GC on vision and strategy 	<ul style="list-style-type: none"> - SG informed about all processes and responsibilities and clarification of processes - Meetings/communication between E.MAlumni/SG and EIUC/GC - Regular exchanges with EIUC/GC staff
	A.SO2 - Keep strengthening the E.MAlumni Association while progressively balance its role with the rest of GCA associations	<ol style="list-style-type: none"> 1. Regularization of E.MAlumni and GCA separately before the Belgian authorities 2. Draft and sign agreement between GCA and E.MAlumni 	<ul style="list-style-type: none"> - Update of information and legal requirements completed - GCA/E.MAlumni agreement drafted and signed by the two boards
	A.SO3 - Ensure financial sustainability of the E.MAlumni	<ol style="list-style-type: none"> 1. Develop a fundraising strategy for the E.MAlumni 	<ul style="list-style-type: none"> - Implementation of a fundraising strategy to meet the 5% income match requirement
B - GOAL: Strengthen the alumni community	B.SO1 - Build an effective strategy for data collection on E.MAlumni	<ol style="list-style-type: none"> 1. Continue the work on the database of alumni and run annual survey to increase quantitative data available, and develop systems for inputting for analysis and expert identification 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. 3. Ensure the data collection is complying with GDPR 	<ul style="list-style-type: none"> - Number of alumni details in database - Number of alumni registered to the website - Development of systems for quantitative/qualitative data analysis - Get legal opinion from Pro-Bono lawyer on GDPR
	B.SO2 - Get more alumni actively engaged with the E.MAlumni and ensure continuity of membership	<ol style="list-style-type: none"> 1. Effectively communicate the importance of Alumni support to the E.MAlumni association 2. Start using automatic renewal system for E.MAlumni Supportive Membership 3. Carry out a needs and expectations analysis within the membership of the E.MAlumni 4. Further institutionalise the Ambassadors & Hubs strategies to help strengthen local bonds 5. Develop ways for Alumni to get involved in substantial projects outside the Board structures 	<ul style="list-style-type: none"> - Number of <i>Supportive Membership</i> - System for automatic renewal of active membership in place - Number of Ambassadors - Number of active hubs - Number of alumni taking the initiative in E.MAlumni activities
C - GOAL: Increase awareness and recognition of the E.MAlumni Association	C.SO1 - Improve outreach, branding and communication	<ol style="list-style-type: none"> 1. Review and implement communications strategy E.MAlumni Association 2. Make greater use of Ambassadors to improve outreach on different initiatives 	<ul style="list-style-type: none"> - Communication strategy reviewed and implemented - Number of followers in social media - Attendance to Alumni Hubs events - Number of Newsletters disseminated
D - GOAL: Foster career development of Alumni	D.SO1 - Give guidance to junior Alumni at the start of their careers	<ol style="list-style-type: none"> 1. Support GCA to carry out the Mentoring Programme 2018/19; ensure follow up and evaluate of the changes introduced in the past edition 2. Participate in the Career Day 2019 in Venice and exchange best practices with the rest of GCA associations 3. Work on a new project offering coaching or training for Alumni 	<ul style="list-style-type: none"> - Number of applicants mentors/mentees - Follow-up participation - Evaluation report of Career Day (to be filled in by Masterini) - Number of Alumni participating in the activities offered
	D.SO2 - Provide online tools to foster knowledge and exchange	<ol style="list-style-type: none"> 1. Further promote the use of HeinOnline by Alumni 2. Promote Alumni participation in the GC Human Rights Journal and Rights Blog 	<ul style="list-style-type: none"> - Number of registrations to HeinOnline - Number of Alumni writing in the GC Human Rights Journal and Rights Blog
	D.SO3 - Promote the participation of Alumni in EIUC/GC-led activities	<ol style="list-style-type: none"> 1. Further develop E.MAlumni's participation as teachers in the Human Rights Defender and other modules (especially skills trainings) 2. Support Alumni to teach/make presentations/workshops in Venice during workshops/specialised courses organised by EIUC/GC 	<ul style="list-style-type: none"> - Participation of Alumni in EIUC/GC-led activities
E - GOAL: Increase the potential of E.MAlumni as an agent of change	E.SO1 - Promote and support Alumni's activism/projects/awareness-raising campaigns	<ol style="list-style-type: none"> 1. Select and award the E.MActivism Prize with particular attention to the quality/merits of the project/initiative 2. Keep promoting and encourage the participation of Alumni in the Alumni Initiative in the GCA website 	<ul style="list-style-type: none"> - New valuation system for E.MActivism prize - Number of projects of Alumni promoted in the website and Newsletter