

## COMMUNICATING WITH ALUMNI

### PURPOSE

It is in the best interests of Westfield State University to ensure that contacts with graduates further the direction and strategies that have been set by the Office of Development and Alumni Relations.

### POLICY

All units within the University are encouraged to develop relationships with former students. In doing so, however, they must consult with the Office of Development and Alumni Relations before sending out any publications or mailings aimed at graduates.

### PROCEDURES

- A. The definition of “publications and mailings” includes, but is not limited to the following:
  - 1) Invitations to events, such as special reunions or dinners, sent to groups of alumni.
  - 2) Mailings to former sports team members.
  - 3) Surveys of past students.
- B. A copy of the publication or mailing to be sent to alumni must first be given to the Office of Development and Alumni Relations before the item(s) in question reaches the design, production, or printing stages. The Office of Development and Alumni Relations will review the item with an eye towards **a)** consistency with University goals and **b)** possible scheduling conflicts with other mailings. The Office of Development and Alumni Relations will give its answer, which may include a call for editorial or date changes, within one working day of having received the item.
- C. Departments creating newsletters are asked to submit the first issue to the Office of Development and Alumni Relations. Any department newsletter making requests as stated in A 1-3, must be sent to the Office of Development and Alumni Relations.
- D. Fund raising appeals are already covered under administrative policies #0230, *Fund Raising – Student Organizations*, and #0235, *Fund Raising – Campus*.

# Westfield State University

Policy concerning:

**Section** Administrative

**Number** 0420

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APPROVED: March 2000

REVIEWED: April 2007

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- E. This policy is not meant to cover letters to individual graduates, nor does it encompass mailings from the Registrar's Office or DGCE.

## REVIEW

This policy shall be reviewed bi-annually by the Office of Development and Alumni Relations.