



E.MALumni Board 2010 - 2012 STRATEGIC DIRECTIONS & ACTION PLAN

The E.MALumni Association was established with three main objectives:

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

The first E.MALumni Board elected in July 2010 is mandated to promote these aims for a period of two years (2010-2012). The priority for this period is to **strengthen the operational framework** of this newly established association and to **define its profile towards its members, and progressively towards the wider human rights community**. With this in mind, the action plan for the period 2010 – 2012 focuses on the first two of the above-mentioned aims.

In its work, the current Board will assign a Board member as **Focal Point** for each action and will count on the operational support of the **EIUC Networking Officer** when needed and possible. As a general rule, focal points will engage with the alumni community to gather ideas and practical support. This will be done by posting polls or setting up working groups on specific issues on the website. Focal Points will also develop fact sheets with concrete explanation on how members can be involved. Alumni can also contact Focal Points at any time with suggestions and additional ideas for each specific activity. Any other suggestions can be directed to the E.MALumni President.

AIM 1 – Networking and strengthening the Association

Action 1: Enhancing the e.malumni website

The E-MALumni website has been an invaluable asset for the Association and it will remain the main platform for contacts and joint activities. The website will be progressively enhanced to reflect the new activities and work dynamics of the Association. In this action, the Board will count on the priceless support of the EIUC Networking Officer and will seek to make small user-friendly changes, so that the website will remain familiar to members. The Board will also call on native English speakers members to help proof-reading general website content. The Board will also monitor general patterns of website traffic, as a means to assess the level of participation of alumni.

Target: Achieve a stable pattern of visits to the website and increase registrations to at least 70% of alumni by July 2012.

Action 2: Fundraising

The EIUC is open to provide support to the E.MALumni. This can be in kind support (e.g. promotional materials), assistance by making some of the networking officer's time available to the Association or financial support through co-financing. Financial support from the EIUC is however limited and contingent to the EIUC's internal financial regulations. The Board believes that it is also crucial to establish a reliable core budget independent from the EIUC. The main source of funds, at this initial stage, will be the membership fees. The Board has set the fees at €30/year and this core budget will

be used to cover the costs of employing a Secretary-General and to promote our activities. The Board will seek to promote additional fundraising through donations and events, counting on the support of members across the world. In order to assist members with local fundraising events, the Board will consult the alumni community in order to develop fundraising guidelines, as well as tips on how to organise fundraising events.

Target: form a core budget in order to pursue our aims and also cover the costs of hiring of a Secretary-General.

Action 3: Mentoring scheme

The purpose of this activity is to help masteroni develop their professional lives and enhance the interaction between the alumni community. Through this activity, we will link those seeking assistance with career-related issues and those able to provide such assistance on a one-on-one basis. This will include advice on career choice, career change, job applications, work-life balance etc. The Board will develop application forms for mentors and mentees and will facilitate the match of offer and demand. In addition to this, Career Days will be organized for the masterini in collaboration with the EIUC (see action 13 below).

Target: production of application forms for mentors and mentees by December 2010; production of informative fact sheets (for internships, working with the UN, EU, NGOs etc) by April 2011; establish at least 10 tandems mentors-mentees.

Action 4: Establishment of local clusters

The alumni population is spread out over several continents, but a few “clusters” have been identified, based on the information available on the website. The Board will seek to activate such clusters, by collectively contacting people in each region and encouraging local initiatives, this can range from simple meetings and contributions to the newsletter to local events and fundraising.

Target: at least 3 local events are organised by local clusters until the summer 2011

Action 5: Professional database

The alumni community numbers more than a thousand graduates, working in various fields and carrying tremendous experience and knowledge. We believe that a quality database that is accessible by potential employers will boost the graduates’ professional prospects and will also increase the value of the EMAlumni for both the graduates and the EIUC.

Target: An up-to-date user-friendly database that can be searchable by institutions, NGO’s etc.

Action 6: Statute revision

At the first General Assembly meeting held in May 2010, a fruitful discussion emerged on the need to amend certain provisions of the E.MAlumni Statute. Due to the detail and technical nature of some of the issues raised, only one amendment was adopted at the time (decision-making process at the General Assembly). In order to address the pending issues, the Board will call for a Statute revision working group through the website and coordinate its work. This group will be in charge of compiling all recommendations for revision in a comprehensive document to be adopted at the 2011 General Assembly.

Target: Adopt draft amendments at the 2011 General Assembly

Action 7: Organisation of annual General Assembly meetings

General Assembly meetings are a central element in the life of the E.MAAlumni. The main purpose of the General Assembly is the review and approval of the Board's activity report and plan of action, the adoption of changes to the Statute and a general discussion on aims and directions of the Association. In addition to this, keeping in mind the third aim of the E.MAAlumni (promoting human rights), the Board will seek to organise a conference or debate for the wider public, at the occasion of the General Assembly. This event will focus on the annual theme chosen (see action 15 below).

Target: General Assembly meeting is organised in May/June 2011 and 2012

Action 8: Development of promotional and informational materials

For all its activities, the Board will seek to develop short factsheets with information about each initiative and suggestions on how members can become involved in them. The Board will also develop a number of promotional materials about the E.MAAlumni (leaflets, stickers, poster, PWP presentation), mostly for use in events aimed at a wider public. The EIUC has generously offered its assistance for printing needs.

Target: all informational materials on the E.MAAlumni are developed by January 2011

Action 9: Initiate the cooperation with the other regional Human Rights Masters Alumni Associations

It is important that we establish a good cooperation among the Alumni Associations that could lead to professional and practical exchanges and could also facilitate greater academic cooperation. The actions will be coordinated with EIUC but also go beyond if necessary.

Target: Establish regular contacts and exchange of information with other human rights master's alumni associations; cooperation on Alumni matters such as professional opportunities and technical cooperation (e.g. establishing common databases etc).

AIM 2 – Support the EIUC

Action 10: Participation in EIUC activities

The EIUC is eager to use the alumni population as a resource for its academic programs. An example of this was the selection of two alumni to participate in the seminar on Human Rights Defenders of the E.MA programme, taught by Prof. Benoît-Rohmer (November 2010). Other such opportunities for collaboration are likely to emerge. The Board will keep abreast of upcoming initiatives of the EIUC and will actively promote the involvement of alumni, where adequate. This may include participation in publications, conferences or academic activities and the Board's role will be to encourage EIUC to use the resources of its alumni population and to coordinate any selection process that may be needed.

Target: alumni participate in at least two EIUC activities per year

Action 11: Promotion of EIUC programmes, in particular the E.MA programme

Alumni can play an important role in promoting EIUC programmes, in particular the E.MA programme but also the summer schools and the Academy. This can include simply disseminating information to professional, personal and academic networks or giving a short presentation on the E.MA program at partner and/or external universities. Promotional materials will be made available by the EIUC for this. Reference to the E.MA alumni will be included in questionnaires ("where did you hear about the programme" etc...), so as to monitor the impact of alumni involvement in promotion of EIUC programmes.

Target: involvement of alumni in at least two informational events about EIUC activities by May 2011

Action 12: Diversity working group

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 of application and uptake of places to some diversity groups and suggest ways to overcome these - thereby unlocking potential.

Target: A 50% return rate on a diversity monitoring questionnaire for alumni including reasons for applying and accepting the offer by July 2011. Where possible monitor a sample of those who inquired about the E.MA programme but chose not to apply and those who applied but did not accept the offer September 2011.

Action 13: Career Days/Career service

The Board has been actively cooperating with EIUC to organize Career Day for masterini in Venice. These seminars will include information on types of human rights work, career choices and applications processes. The first seminar will likely take place on 17 December 2010. The Board will organize a call for applications among the alumni, to identify a group of contributors for the seminars. In addition to this, the Board will work with the EIUC to explore the project of setting up a career service, which could merge career days, the mentorship scheme and contacts with organizations in the human rights world.

Target: have alumni participation in at least 2 career development seminars in Venice by July 2012. Explore avenues for a career service.

Action 14: Strengthening the E.MA programme

Each alumnus had a different experience during the E.MA program. Drawing on these experiences, many fruitful and constructive suggestions could be made to the EIUC in order to further improve and strengthen the E.MA programme. Hearing from former students who are now in active life is an excellent way for the E.MA programme to assess its own impact and effectiveness in the human rights world and to identify ways to further improve its content and profile. This is not only of interest to the EIUC, but also to the alumni, as further raising the profile and quality of the E.MA program also improves our CVs and our own standing in the job market. The Board will engage with the alumni community, in particular former student representatives, to compile and objectively analyse suggestions for improvement of the E.MA programme. This will be done through a working group and/or through a carefully developed questionnaire. The Board will then engage in

constructive dialogue with the EIUC and the E.MA programme coordinator and see if suggestions could be implemented.

Target: present a compilation of recommendations to the E.MA programme by July 2012

AIM 3 – Promoting human rights

Action 15: Annual theme

In accordance with the multi-disciplinary nature of the E.MA programme, the alumni population is diverse and has a very wide range of backgrounds and interests. Fostering joint initiatives to promote human rights within such a heterogeneous group can be a challenge - our actions in this field may become random and dissociated which would not only have a lesser impact in terms of awareness-raising, but would also not help define the profile of the E.MA alumni. With this in mind, the Board will conduct a poll to identify an annual theme, which will become a guiding point for E.MA alumni initiatives, in particular publications and the conference associated with the General Assembly (see above action 7). The theme will have to be wide enough to encompass various areas of interest of the alumni population, but specific enough to help us to focus our efforts, contribution and/or research. The adoption of an annual theme will, of course, not preclude initiatives around other themes, in particular when connected with particular landmark dates and events. While the Board's activity cycle follows the General Assembly's annual meetings, annual themes will be set for each calendar year.

Target: the annual theme is chosen in November each year

Action 16: Newsletter

The newsletter will be the written image of the E.MA alumni, in that its content will crystallise our three main aims: strengthening the network, supporting the EIUC and promoting human rights. It will be an opportunity for members to produce written material but in a smaller scale than for publications (see below action 15). The Board has developed a draft template, which includes four main sections: 1) Cover story (along annual theme), 2) Interview (human rights activists/professionals), 3) A day in the life of (professional daily life of an alumnus), 4) News from Venice. The Board will call for the formation of a newsletter working group that will revise and adopt the template, develop guidelines for contributors, proof-read contributions and ensure that enough content is available for each number.

Target: disseminating a newsletter every trimester from January 2011

Action 17: Alumni publications

Following the general direction of the annual theme, the Board will encourage members to produce documents for publication on the website. These can include working papers, case reviews, book reviews etc. These will be proof-read but not peer-reviewed (at least not at this stage), but members will be invited to make comments and give opinions about these documents. In addition to being published in the public part of website, some of these documents could also be presented at the General Assembly conference. The aim of such publications is to foster discussion and collaboration between members specialising in similar areas and hopefully, with time, to make a contribution to the public debate on human rights. The Board will call for the formation of an editing team who will

develop guidelines for authors, occasionally call for specific contributions and coordinate the overall publication process on the website.

In addition to website based publications, the Board is in discussions with the Peace and Human Rights Journal (Padova) regarding publication of alumni articles. The Journal has agreed to publish an article by an alumnus on the annual theme. Discussions are underway with the Journal to determine practical arrangements, as well as substantial and formal standards for such articles.

Target: editing group formed by February 2011, at least two submissions by May 2011; at least one article by an alumnus published by the Peace and Human Rights Journal per year.

For remarks, ideas etc you can contact the E.MAlumni President at
giorgos.kosmopoulos@emalumni.org

E.MAlumni Board - Action Plan 2010-2011¹

	Oct 10	Nov 10	Dec 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11
Website – Focal Point: FSG										
Give a more “classical” appearance to the home page										
Identify a native English proof-reader and correct fixed texts in the website										
Amend introductory content										
Monitor website traffic										
Fundraising – Focal Point: CSch										
Developing fundraising guidelines										
Developing fundraising tips										
Coordination of fundraising events										
Mentoring scheme – Focal Points: LMal+SMir										
Development of application forms mentors/mentees										
Receiving applications and matching mentees/mentors										
Local clusters – Focal Point: CGre										
Identification of local clusters, compilation of contact data and contact target members										
Keep contact and provide support and suggestions to local initiatives										
Professional database – Focal Points: SMel + IVor										
Developing and disseminating profile questionnaire										
Inserting new profiles in the website							continuous			
Statute revision – Focal Point: GKos										
Forming working group to discuss draft amendments										
Compilation of draft amendments for discussion at 2011 General Assembly										
General Assembly – Focal Point: CGre										
Fundraising; draft agenda										
Identification of speakers										
Logistics										
	Oct 10	Nov 10	Dec 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11
Promotional materials – Focal Point: CGre										

¹ The action plan for 2011-2012 will be developed in the Summer 2011 and will largely consolidate the steps taken in 2010-2011.

Developing PWP presentation on E.MAlumni										
Creating leaflets and presentation poster on E.MAlumni										
Promoting contacts with regional masters – Focal point: IVor										
Establishing contacts with Boards										
Identifying issues possible for cooperation										
Consulting alumni on issues for cooperation										
Producing a document outlining areas and concrete methods for cooperation										
Participation in EIUC activities – Focal Point: IVor + SMel										
Getting updates on upcoming EIUC initiatives										
Coordinate participation of alumni in EIUC activities (call for applications, selection)										
Promotion of EIUC programmes – Focal Point: CGre										
Coordinating with E.MA to identify specific locations where presentations would be beneficial										
Identifying alumni interested in promoting E.MA										
Providing logistical support for presentations and informational materials for further dissemination										
Diversity WG – Focal Point: LMal										
Setting up the working group (TOR and members)										
Coordinating work of the group and compiling recommendations										
Liaising with EIUC for implementation of recommendations										
Career Days for masterini: SMel + VBoj										
Liaising with Student Reps to identify issues to be covered										
Liaising with E.MA program for all logistical aspects										
Selecting contributors among alumni										
Exploring the possibility of setting up a career development service for masterini and alumni (in coop w/ EIUC networking officer)										
Strengthening E.MA – Focal Point: GKos										
Setting up working group/disseminating questionnaire										
Compiling and analyzing recommendations										
Liaising with EIUC for implementation of recommendations										
Annual theme – Focal Point: FSG										
Launching poll to determine annual theme										
	Oct 10	Nov 10	Dec 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11
Newsletter – Focal point: FSG										
Creating a draft template										
Forming a newsletter working group and finalizing template										

Developing guidelines for contributors										
Calling for contributions and coordinating submissions										
Publications – Focal Point: VBoj + GKos										
Forming an editing working group (TOR and members)										
Coordinating the development of guidelines for contributors and standard formats										
Coordinating specific calls for contributions										
Coordinating proof-reading and publication										
Publishing an article with Padova Journal										

Initials legend (emails: name.last name@emalumni.org):

- CGre** – Corinna Grecco
- CSch** – Christiane Schwausch
- FSG** – Filipa Schmitz Guinote
- GKos** – Giorgos Kosmopoulos
- IVor** – Igor Vorontsov
- LMal** – Lydia Malmedie
- SMel** – Sara Melkko
- SMir** – Sophie Mirgaux
- VBoj** – Victor Bojkov

/END