



UNIVERSITY OF  
CAMBRIDGE



# Alumni Toolkit

## How to Help the University

## How you can help

There are several key ways in which alumni can assist the University. The below is indicative rather than exhaustive.

Please note that the collegiate University cannot officially endorse the activities of those who aren't employed by either the University or a Cambridge College, and doesn't engage with individuals on an agency basis. If you wish to promote the University, **please make it clear that you're doing so as an alumni and that you aren't an official representative acting on behalf of the University.**

## UK Events

Alumni are commonly asked to provide input to schools and colleges. If you're invited or propose to speak about your personal experiences to students in a school/college setting in the UK, or if they've asked you to assist with building a relationship with the University, **please advise the Cambridge College linked with the area in which the school/college is located.** You can find out more about the Cambridge Area Links Scheme and find the relevant contact at [www.cam.ac.uk/arealinks](http://www.cam.ac.uk/arealinks).

The College will be able to provide you with valuable advice about local institutions, existing outreach activity and relevant messaging. Crucially, it will ensure that your proposed visit compliments work being delivered by the College. Please note that Colleges have longstanding relationships with many schools in the UK (it's estimated that at least a third of all UK schools are actively engaged with a Cambridge College), and contact with others may fall within the College's plan. It's important that these take priority.

## Overseas Activity

The University is keen to know about:

- changes to local high school qualifications (eg grading schemes, issues related to subjects or combinations of subjects offered)
- potential for building contacts at schools with strong academic records
- data which will allow us to identify and attract the brightest students (eg data regarding academic performance in schools)
- insights into the local market for higher education (eg availability of particular programmes of study)

The University cannot visit every country, but nonetheless it's active in several and from time to time conducts exploratory visits to others. We're grateful for offers of logistical support (eg identifying and booking venues, advising on itineraries).

In several countries we have teams of alumni who attend or organise information events for prospective students. These tend to vary in nature by country, but if you're considering engaging in such activity then please contact us for advice. Please note that in some cases we may already be active in a way which means that no further input is needed; in other cases we'll be pleased to advise on the most appropriate way to engage.

**If you'd like to assist with our promotional efforts overseas, please contact our International Team** via [InternationalAdmissions@admin.cam.ac.uk](mailto:InternationalAdmissions@admin.cam.ac.uk), and keep the University's Development and Alumni Relations office ([www.alumni.cam.ac.uk/contact](http://www.alumni.cam.ac.uk/contact)) informed.



## Cambridge Freshers' Events

Alumni groups all around the world hold welcome events for new students who have achieved a place at Cambridge. These typically take place in August, September and October. Freshers' Events help attendees to meet other newcomers, current students and alumni; get some advice on living and studying in Cambridge; and receive useful tips from others from their area or country. If you'd like to get involved, please see [www.alumni.cam.ac.uk/get-involved/cambridge-university-freshers-events](http://www.alumni.cam.ac.uk/get-involved/cambridge-university-freshers-events).

## How to prepare

The University values the efforts of alumni in the UK and abroad to encourage applications from bright students from all backgrounds. To ensure that you're up to date with aspects of the University and Colleges that change over time, **please maintain regular contact with the collegiate University**.

Important steps to take before and whilst engaging:

- familiarise yourself with the *Undergraduate Prospectus* and Undergraduate Study website ([www.cam.ac.uk/ugpublications](http://www.cam.ac.uk/ugpublications) and [www.undergraduate.study.cam.ac.uk](http://www.undergraduate.study.cam.ac.uk)) – unfortunately we can't provide copies of the Prospectus or course guides
- let the relevant College (in terms of school outreach: [www.cam.ac.uk/arealinks](http://www.cam.ac.uk/arealinks)) or the University (in terms of events, particularly overseas: [www.alumni.cam.ac.uk/contact](http://www.alumni.cam.ac.uk/contact)) know what you're planning to do
- use your experience to encourage and inspire, but it's essential that you don't attempt to speak authoritatively on matters such as the admissions process, entry requirements and course specifications, as these are subject to change
- use your personal experiences anecdotally and in conjunction with other materials and publications to underline key messages, but remember that they're not necessarily representative of the experience a student may have now
- if there's anything you're unsure of, please don't guess but direct students, teachers, advisers and supporters to get in touch with the collegiate University – the provision of inaccurate information can have significant implications for prospective students and the collegiate University
- let us know if you gather any information that may help us with our own outreach efforts



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