

# Guidelines for CERN Alumni Group Managers

1. CERN Alumni groups are online facilities which unite members of the alumni network around the same interest. They support CERN Alumni members in keeping in contact with each other and exchanging ideas, information and experiences.
2. These guidelines are intended for members of the network who would like to start a new group. They provide them with preliminary information on group management and underline the terms and conditions of using the CERN Alumni web site which are more specifically applicable to groups. The terms and conditions<sup>1</sup> for entering the CERN Alumni programme and for accessing the supporting web platform apply to group activities and their management.
3. CERN Alumni groups may be of different types such as, but not limited to:
  - Scientific collaborations, e.g. CMS CERN Alumni group
  - Regional groups, e.g. San Francisco Bay area CERN Alumni group
  - CERN partnerships, e.g. CERN OpenLab CERN Alumni group
  - CERN schools, e.g. CERN School of Computing CERN Alumni group
  - Student programmes, e.g. Wolfgang Gentner Scholarships CERN Alumni group
  - CERN activities, e.g. CERN Knowledge transfer CERN Alumni group
4. The groups that are managed by CERN members of personnel, and whose activities are under the direct responsibility of CERN (e.g. CERN openlab), are referred to as “CERN managed groups”. The groups that are managed by CERN alumni members (e.g. regional groups), are referred to as “alumni managed groups”.
5. Every group, whether CERN-managed or alumni-managed, has to be administered by at least two but no more than three group managers. Any CERN Alumni member may be a member of one or more alumni groups.
6. Some CERN Alumni groups are public, which means that any registered CERN Alumni member may request to join that group. There is no moderation by CERN or the group managers or members of such requests.
7. Other CERN Alumni groups are private, which means that alumni members wishing to join such groups must first make a request to join. The relevant group manager then moderates the request and may decide to accept or reject it against the objective criteria governing membership of the group, although decisions that contravene CERN’s Diversity Policy (i.e. discrimination on the grounds of profession, nationality, culture, age, generation, gender or individual preferences) is strictly prohibited<sup>2</sup>.
8. Inside a given alumni group, forums and posts may be made that are specific for this group. Information campaigns may also be targeted at a specific alumni group.
9. The CERN Office of Alumni Relations (OAR), in close liaison with each CERN Alumni group manager, monitors the creation of new alumni groups and follows up on the activity of each group, in order to provide support and facilitate that group’s connection with CERN, but also to ensure that the group is operating in line with CERN’s values.

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<sup>1</sup> Terms & Conditions: <http://cern.ch/go/mw7N>.

<sup>2</sup> Dimensions of the CERN Diversity Policy: <http://diversity.web.cern.ch/scope/dimensions-diversity-policy>

10. CERN Alumni groups are created within the overall CERN Alumni community and as part of the CERN Alumni programme. Such groups must therefore support the overall objectives of the CERN Alumni programme. In particular, they must:
  - Help support the strategic aims of CERN as an Organization, including highlighting the Organization's commitment to fundamental research and education;
  - Strive to foster a lifelong connection between CERN and its alumni; and
  - Facilitate communications between the alumni group and CERN via the group manager and the Office of Alumni Relations.
11. CERN Alumni groups are not to be used as a political platform or for lobbying purposes, and the activities of all CERN Alumni groups must fully respect the [CERN Social Media guidelines](#).
12. In the event that a CERN Alumni group's activities do not support the objectives of the CERN Alumni programme, or do not respect CERN's values as an organization, then the OAR reserves the absolute right to terminate the group and remove it from the CERN Alumni web site.

## Starting a new group

13. Managing a CERN Alumni group requires time, effort and experience of community management. Therefore, it is in the interest of all, and primarily of the group itself, that the objectives for starting a new group are carefully defined and discussed with the OAR prior to the group being launched.
14. Once these objectives are clarified, the group manager should then send a request to the OAR to create the group. If the request is accepted, the group manager will then be contacted by the OAR to discuss the creation of the proposed group further.

## Managing a group

15. The OAR, wherever feasible, may provide training to the group manager(s), also remotely, on the Hivebrite software on which the CERN Alumni website operates, as well as more generally on issues of community management and best practice.
16. Each CERN Alumni group manager shall:
  - Properly coordinate their members' registration process, including keeping all group members' personal data confidential;
  - In the case of private alumni groups, moderate requests to join the group;
  - Monitor all group contributions and comments to ensure that they are in compliance with the CERN Social Media guidelines<sup>3</sup>.
  - Proactively engage with the group community. Groups that remain inactive for over one year risk being de-activated by the OAR, after discussion, wherever possible, with the relevant group manager(s).

## Events taking place under a CERN Alumni Group umbrella

17. On condition that they support the overall objectives of the CERN Alumni programme, are non-profit generating and serve to enhance the CERN Alumni network as a whole, CERN Alumni groups are encouraged to organise relevant alumni events under the umbrella of their particular CERN Alumni group (See 10.).

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<sup>3</sup> <https://security.web.cern.ch/security/rules/en/social-media.shtml>

18. A CERN Alumni group event is considered to be “relevant” if it is one that has a clear connection to the organising CERN Alumni group and has a clear scientific, technological, community-building or general CERN-related purpose. In addition, the event must not be organised for financial gain or political ends. The OAR is fully available to discuss event ideas and planning. Upon request, the OAR can also make available a standard CERN Alumni group event checklist for use by group managers in order to help them plan and deliver their event.
19. Wherever possible, participation in a CERN Alumni group event should be free of charge and, in any event, where a participation fee is levied, the cost of participation should not exceed the “at cost” price of the event relative to the number of participants attending.
20. CERN Alumni groups may seek third-party sponsorship for their events where they have the prior written consent of the OAR to do so. To that end, CERN Alumni groups that would like to benefit from the support of sponsors should first consult with the OAR and supply the OAR with all relevant details of the intended sponsorship arrangement
21. All sponsorship propositions must align with the [CERN Ethical Fundraising Policy](#). In particular, there can be no sponsorship of CERN Alumni group events from entities currently bidding for CERN contracts, or whose principal activities are related to, or who receive significant income from the weapons, armaments or other military industry, or the production, marketing or distribution of tobacco products. In addition, where the alumni group event is targeted at under-18s, no sponsorship will be permitted from entities whose principal activities are related to, or who receive significant income from the production, distribution or sale of alcohol. In no circumstances may a CERN Alumni group propose to any sponsor the use of the Organization’s name, logo or acronym in return for their support. The OAR will provide a timely response to all requests for sponsorships for CERN Alumni group events.
22. CERN Alumni group managers considering organising a CERN Alumni group event are encouraged to use the event management functionality included in the CERN Alumni web platform.
23. The CERN Alumni group managers organising the CERN Alumni group event are responsible for defining the event programme and for making suitable arrangements with the speakers in terms of securing all necessary permissions and authorisations should the event webcasted, recorded or subsequently made available.
24. CERN Alumni group managers are encouraged to provide feedback on their event to the OAR (e.g. the size and make-up of the audience, the functionality of the venue, lessons learned), with a view to helping the OAR improve the CERN Alumni network and events as a whole.
25. The OAR will advertise relevant CERN Alumni group events on the channels that it has access to and which it deems appropriate for the nature of the event, including through the CERN Alumni web platform.

## Terminating a group

26. Any CERN Alumni group may be terminated by CERN, either at the request of the group manager(s), or at the unilateral initiative of the OAR.