Sabancı Üniversitesi

Sabancı University Alumni Representative Handbook



Welcome

Dear Alumni Representative,

Thank you for taking on a volunteer responsibility as part of the Sabancı family.

The Sabancı University Alumni Representative Program was established to bring Sabancı alumni around the world together through the cities where they live, the high schools they graduated from, and their EMBA classes. This handbook explains what you will do as a representative, how you can receive support from the Alumni Relations Office, and how we will measure success together.

Representatives build trust and relationships across the network. Your role is to act as a bridge between your community and the Alumni Relations Office, bring alumni together on SUConnect, and promote a culture of contributing to the future of today's students through Geleceğe Söz Ver.

With your support, we aim to grow our alumni network, strengthen solidarity among our alumni, and keep their connection with our university alive. Your feedback and suggestions are valuable to us.

Sabancı University Office of Institutional Development and Alumni Relations

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Program Structure

All representatives report to the Alumni Relations Office and belong to one of two networks. The **Geographic Network** is responsible for reach, local cadence, and event ownership. **The Affinity / Identity Networks** focus on personal outreach, trust, and ownership of micro-communities.

ROLE	NUMBER	COMMUNITY REPRESENTED
International City Representative	**35**	**Alumni living in cities in the USA, Germany, the United Kingdom, the Netherlands, Switzerland, Sweden, Spain, Belgium, the UAE, and Pakistan**
Domestic City Representative	**15**	**Alumni living in İstanbul, Ankara, İzmir, Kocaeli, Bursa, and Antalya**
High School Representative	**10**	**Alumni who came to Sabancı from the same high school (pilot high schools)**
EMBA Representative	**26**	**EMBA alumni from the same graduating year (one representative per year)**

Cities Outside Türkiye

- **USA**: New York, San Francisco, Boston, Los Angeles, Seattle, Washington, Cambridge, Chicago, Austin, Houston, Brooklyn
- **Germany**: Berlin, Munich, Hamburg, Stuttgart, Düsseldorf, Cologne
- **United Kingdom:** London, Cambridge
- **The Netherlands:** Amsterdam, Eindhoven, Rotterdam, The Hague, Utrecht
- **Other:** Dubai, Zurich, Lausanne, Stockholm, Gothenburg, Barcelona, Madrid, Karachi, Islamabad, Brussels, Leuven

Pilot High Schools

1. Kadıköy Anatolian High School
2. Üsküdar American Academy
3. Saint Joseph French High School
4. Tuzla V. Koç Foundation Koç Private High School
5. Robert College
6. Saint Benoît French High School
7. German High School
8. İstanbul High School
9. İzmir American Collegiate Institute
10. St. George’s Austrian High School and Commercial Academy

ELIGIBILITY, SELECTION, AND TERM OF OFFICE

Representatives are selected for a three-year term. Selection is based not on title or fundraising capacity, but on accessibility, credibility as a representative, and the ability to take action.

Candidate Criteria

1. Be a graduate of Sabancı University
2. Have a positive and constructive relationship with the university
3. Be able to communicate openly, regularly, and inclusively with the community
4. Accept that the role is voluntary
5. Be active in the city, country, high school, company, or class network they represent
6. Represent Sabancı values ethically and respectfully

How Candidates Are Nominated

- Nominated by the Alumni Relations Office
- Nominated by a current representative
- Nominated by a faculty member or academic
- Nominated by another alumnus/alumna
- Voluntary application

Evaluation Process

All candidates go through the same centralized process:

1. **Candidate registration:** The application or nomination is recorded by the Office.
2. **Role fit:** The community the candidate will represent and their plans for the first 90 days are clarified.
3. **Ethics and personal data protection:** The representative agrees to the ethical principles and personal data protection rules.
4. **Orientation:** The Office provides training on the program, tools, and communication guidelines.
5. **90-day action plan:** The representative prepares and implements an initial three-month plan together with the Office.

Term of Office

- The term is three years and may be renewed once at most (up to six years in total).
- At the end of the term, responsibilities are handed over to the new representative.

Ending the Role

The role ends in the following circumstances:

- End of term
- Voluntary resignation
- Prolonged inactivity
- Violation of ethical principles
- Decision by the Alumni Relations Office

Roles and Responsibilities

Each representative focuses on a different area, but all roles share the same six-part annual responsibility package. Representatives build relationships and trust; major donations, corporate sponsorships, and sensitive alumni relations are referred to the Alumni Relations Office.

ROLE	RELATIONSHIPS	EVENTS AND COMMUNITY	GIVING AWARENESS
HIGH SCHOOL REPRESENTATIVE	Serves as the contact point for alumni in their city and as a bridge to the Office; gathers feedback.	Organizes small gatherings, publicizes events, and encourages participation.	Refers alumni at local companies to matching gift/employee giving programs.
CITY REPRESENTATIVE	Visits their high school regularly, introduces Sabancı University, and builds a relationship with the guidance counseling service.	Brings together Sabancı alumni from the same high school and organizes small gatherings.	Raises awareness of a scholarship/donation fund in the high school's name and Geleceğe Söz Ver.
EMBA REPRESENTATIVE	Acts as the contact point for EMBA alumni from the same or nearby cohorts; encourages SUConnect membership.	Leads Class Reunion, MBA/EMBA Giving Night, and Impact Briefing events.	Champions leadership giving and class gifts; refers their company to the Office for sponsorship andmatching opportunities.

Annual Review

At the end of each year, the representative and the Office review the year together. The indicators assessed are:

- Number of alumni reached and personal outreach contacts established
- Events organized and attendance
- Alumni information verified or updated
- Alumni referred to and participating in SUConnect
- Participation in Geleceğe Söz Ver and the quality of handoffs to the Office

Representatives with outstanding performance are recognized at the and of each year. Titles are not retained for roles that remain inactive for a long period, and a handover is planned.

Recognition

- Representatives' names and roles are listed on the university's alumni website.
- Representatives are tagged as "Alumni Representative" on SUConnect.
- The year's outstanding representatives are featured at university events and through communication channels.

Key Performance Indicators (KPIs)

	INDICATOR	WHAT IS MEASURED
1	**Personal Outreach**	Number of alumni contacted individually and reached with a message from the Office
2	**Touchpoint**	Number of gatherings, digital briefings, school visits, or company visits organized (at least 2 per year)
3	**Event Attendance**	Number of alumni attending events
4	**Verified Data**	Alumni records with verified or updated contact, city, company, or high school information
5	**SUConnect**	Number of alumni referred to and participating in the SUConnect platform
6	**Giving Contribution**	Participation in Geleceğe Söz Ver, donation pledges, and number of recurring donors
7	**Handoff Quality**	Major gift, matching gift, and sponsorship opportunities referred to the Office, and their outcomes

Additional Indicators Tracked By Role:

- **High School Representative:** All indicators are tracked separately for each high school; contributions to scholarship funds established in the high school's name are also included.
- **EMBA Representative:** Attendance at Class Reunions and Giving Nights, participation in class gifts, and high-potential alumni referred to the Office.
- **City Representative:** Alumni referred to matching gift/employee giving programs and events held as part of Global Giving Moment.

Frequently Asked Questions

Is this a paid role?
No. The role is voluntary. Expenses for approved events are planned together with the Office.

How much time do I need to commit?
The minimum expectation is two touchpoints per year and regular communication. You can organize your time according to the rhythm of your community.

What should I do if an alumnus/alumna says they would like to make a major donation?
Thank them, note their interest, and refer the matter to the Office immediately. The Office will arrange a conversation with the alumnus/alumna.

What happens if I move to another city?
Inform the Office. You may take on a role in your new city or hand over your current responsibilities.

What if I want to step down?
You only need to notify the Office in writing. We will work together to hand over responsibilities to a new representative.

BECOME AN ACTIVE ALUMNI REPRESENTATIVE

Help grow the Sabancı alumni network and bring your community together.

Log in to SUConnect and update your information:

https://sabancialumniconnect.com/home

List of alumni representatives:

https://alumni.sabanciuniv.edu/en/alumni-representative-program

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Apply to become a representative:

https://alumni.sabanciuniv.edu/en/form/mezun-temsilciligi-basvuru-formu

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For feedback and suggestions:

alumni@sabanciuniv.edu

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