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PART A:  
NUS – A LEADING GLOBAL UNIVERSITY CENTRED IN ASIA

A-1 INTRODUCTION

The NUS Office of Alumni Relations (OAR) makes engaging the University’s alumni its key priority. This publication serves to provide the necessary information to alumni interested in volunteering with OAR as NUS Alumni Global Ambassadors (GA).

Global Ambassadors are university-linked and non-politically affiliated individuals who graduated from NUS and its predecessor institutions and are currently residing in countries that do not have NUS Alumni Overseas Circles or NUS Alumni Overseas Chapters.

As a confluence of talents from all over the world, NUS is well-placed to be an integral part of the intellectual and entrepreneurial pulse of Singapore. OAR warmly welcomes all alumni to continue sharing and building upon their NUS experience, and to remain strongly connected and engaged with their alma mater.

A-2 MISSION

“NUS is proud of our strong and growing alumni network. Our alumni are passionate, talented and resourceful, and have much to share. You play an important role in strengthening the NUS community, and set a great example to future alumni. I look forward to your involvement, support and partnership, to bring NUS to greater heights.”

NUS President
Professor Tan Eng Chye
Science ‘85

NUS VISION
A leading global university shaping the future.

NUS MISSION
To educate, inspire and transform.

VALUES
Innovation, resilience, excellence, respect, integrity

OAR MISSION
To nurture mutually beneficial and lifelong relationships with alumni and engage them along NUS’ aspirations.
A-3 ALUMNI DEFINITION

NUS alumni are graduates of the National University of Singapore and/or any of its five predecessor institutions i.e. King Edward VII College of Medicine, Raffles College, University of Malaya, Nanyang University and University of Singapore. All graduates awarded with an undergraduate or postgraduate degree, or graduate diploma are accorded alumni status.

A-4 ALUMNI PRIVILEGES

All NUS alumni are entitled to the following privileges:

• **AlumNUS Card**

This personalised card offers alumni regular discounts and a range of privileges that OAR arranges with selected merchants and service providers. Alumni who wish to apply for the card can do so online at alumnet.nus.edu.sg/alumnuscard or call (65) 6516 5771.

• **AlumMAIL / NUS Lifelong Email**

Alumni who graduated on or after 2014 have been issued lifelong email accounts that remain valid after graduation. Alumni who graduated on or before 2013 may sign up for their complimentary lifelong email accounts at nus.edu.sg/alummail. For assistance regarding lifelong email accounts, please email itcare@nus.edu.sg.

Alumni can stay connected through the following channels:

• **The AlumNUS Magazine**

The *AlumNUS* magazine published every quarter is available online at alumnet.nus.edu.sg/alumnusmagazine. This keeps the alumni in touch with the latest developments at NUS. Alumni are encouraged to update their particulars online at alumnet.nus.edu.sg/updatemyparticulars to ensure that they are subscribed to the magazine. GA are encouraged to contribute articles of their activities for publication in the magazine.

• **AlumNEWS**

A monthly e-Newsletter, called *AlumNEWS*, is sent to alumni to update them on NUS and alumni happenings.
• **AlumNET**

The *AlumNET*, nus.edu.sg/alumnet, is a one-stop alumni web resource dedicated to NUS alumni. With alumni’s needs and wants in mind, OAR constantly reviews and enhances the website to offer better design layout and navigation to help alumni locate specific information about OAR and the many alumni privileges highlighted above.
PART B: APPOINTING A GLOBAL AMBASSADOR

B-1 OBJECTIVES OF NUS ALUMNI GLOBAL AMBASSADORS

The objectives of NUS Alumni Global Ambassadors are to:

- Establish and maintain communication, consultation and co-operation between overseas alumni and NUS by partnering OAR;
- Strengthen ties among alumni through the group’s professional, social and recreational activities;
- Support NUS in realising its vision to be a leading global university shaping the future,
- Engender support; and
- Propagate the good name of NUS.

B-2 APPOINTMENT OF NUS ALUMNI GLOBAL AMBASSADOR

OAR may appoint NUS Global Ambassadors in cities where there are no NUS Alumni Overseas Chapters or NUS Alumni Overseas Circles. Working in consultation with OAR, the Global Ambassadors will engage in activities for alumni that are complementary to NUS’ goals.

An alumni who seeks to be appointed as a Global Ambassador should address his/her relationship with NUS as a part of his/her organisational plan and agree to:

- Promote the interests of NUS and its alumni and maintain a mutually beneficial relationship with NUS;
- When invited, to represent alumni based in the region as ambassador at key NUS/OAR events;
- Welcome all alumni on an equal basis;
- Convey the interests and concerns of alumni based in the region to OAR;
- Organise at least one alumni event a year;
- Create a vibrant alumni network through events, reunions, talks, community service and make positive contributions to the University;
- Encourage the spirit of volunteerism among its alumni and create a positive impact in their community;
- Relay NUS news to its alumni; and
- Develop and maintain an alumni database in accordance with local laws, and to provide OAR with updated information and contact details of its alumni.

A preliminary discussion will be arranged to understand the aims and activities proposed by alumni keen to be appointed as Global Ambassadors, and to determine
his/her ability to sustain his/her role in the long run. All Global Ambassadors appointments must be approved by OAR.

B-3 TERM DURATION

The NUS Global Ambassadors are appointed for a two-year term with the possibility of re-appointment.

OAR will endorse up to five Global Ambassadors per city.

B-4 NAMING OF NUS ALUMNI GLOBAL AMBASSADORS

The collective name of Global Ambassadors shall be NUS Alumni Global Ambassadors; abbreviated as (GA). To ensure consistency, the names of the Global Ambassadors shall follow a standard naming convention with the NUS Alumni branding in front followed by the name of the city he/she represents, e.g. “NUS Alumni Yangon Ambassador”.

B-5 USE OF NUS NAME AND TRADEMARKS

The usage of the NUS Alumni logo (available for download at alumnet.nus.edu.sg/alumnilogo) shall be for the sole purpose of engaging in activities for the benefit of alumni. This includes organising social, educational and networking events for NUS alumni in the region, and promoting and marketing such activities in print and/or electronic forms.

Any Global Ambassador who intends to use the NUS name and trademarks (including logo) in any form or manner, for any purpose whatsoever, including but not limited to use as part of a NUS Alumni Global Ambassador branding, for name cards, or production of collaterals, shall first be required to submit the proposed artwork and seek the consent of OAR prior to use. If necessary, the Global Ambassadors may be required to enter into a license agreement with NUS.

Upon approval, the use of NUS name and trademarks in any form or manner shall at all times be used in accordance with NUS’ rules and regulations on NUS’ corporate identity.
PART C: SUSTAINING AN NUS ALUMNI GLOBAL AMBASSADOR

C-1 ROLE & RESPONSIBILITIES OF AN NUS ALUMNI GLOBAL AMBASSADOR

The NUS Alumni Global Ambassadors have the following responsibilities towards their members:

- Build networks among alumni and with students;
- Organise at least one event a year that provides opportunities for alumni to reconnect with NUS and other alumni;
- Serve as a resource for alumni who might be moving to the Global Ambassador’s region or students who might be studying abroad in the Global Ambassador’s region;
- Encourage alumni to update their contact details with NUS (https://alum.nus.edu.sg/update/); and
- Connect and interact with other NUS Global Ambassadors in the city whenever possible.

Fundamental obligations: Compliance with laws of the country where the Global Ambassador is based and management of personal data:

- Being based in a country outside of Singapore, the Global Ambassador shall ensure that all the activities shall, at all times be carried out in accordance and in compliance with the laws of the country in which the Global Ambassador is based.

- It will be necessary for Global Ambassador to maintain their own database, as the Global Ambassador will inevitably be collecting, handling and storing alumni personal data. In compliance with Singapore’s Personal Data Protection Act, the Global Ambassador must ensure that:
  
  1) Personal data is collected and used only for the purpose of organising alumni-related activities and events and not for any other non-alumni related activities;
  2) Personal data collected is kept in full confidence and not transferred or disclosed to any third party without the informed consent of the individuals whose personal data relates;
  3) Reasonable steps are taken to keep the personal data secure. Collected personal data should not be stored in data clouds;
  4) All personal data collected and in the possession of a retiring Global Ambassador are handed over to OAR, once he/she have stepped down from the role without retaining such personal data for his/her use; and
  5) OAR is updated of any change in contact details of their alumni.
C-2 BEING A SUCCESSFUL NUS ALUMNI GLOBAL AMBASSADOR

Global Ambassadors need to be active in order to be successful. It is recommended that Global Ambassadors strive to achieve a high and diverse (whenever possible) participation base of the alumni in his/her activities. Suggestions for conducting an effective recruitment drive include:

- Making an announcement in the OAR e-Newsletter whenever a Global Ambassador is appointed to connect interested alumni to the Global Ambassador.

- Sending an e-blast to alumni based in the vicinity to publicise alumni events and conduct a recruitment drive.

- Email addresses of Global Ambassadors will be published on the OAR corporate website, AlumNET. This is to ensure that alumni interested to connect will be able to contact them directly.

- All event invitations where photography and/or video is planned and/or anticipated, should include the NUS-approved Media notice:

```
Media Notice
Participants should be aware that the NUS Alumni Global Ambassador has appointed authorised personnel to take photographs and videos for and on behalf of NUS during the [NAME OF EVENT] (the “Event”). NUS may use photographs and videos taken by such authorised personnel for NUS’ marketing and publicity purposes in print, electronic and social media. NUS shall not be responsible for photographs and/or videos taken by unauthorised persons during the Event.
```

- The Global Ambassador must undertake to obtain all necessary consents and licenses to share any photographs or videos taken during alumni activities with NUS/OAR [for marketing and publicity purposes in print, electronic and social media].

- All event registrations where alumni’s personal data is collected should include the NUS-approved Personal Data Notice:

```
Personal Data Notice
By registering for this event, I hereby accept the Terms and Conditions and consent to National University of Singapore (NUS) collecting, using and/or disclosing my personal data to third parties (including any third party located outside of Singapore) for the purpose of updating my particulars with NUS.
```
C-3 PRIVILEGES FOR NUS ALUMNI GLOBAL AMBASSADORS

Global Ambassadors are entitled to the following privileges and support:

- **Exclusive Invitations** – Global Ambassadors may receive invitations to attend signature NUS and/or OAR events.

- **NUS Alumni Name Cards** – OAR will sponsor the printing of one box of name cards per year which incorporates the NUS Alumni logo. Such name cards must, at all times, be used in accordance with NUS’ rules and regulations relating to NUS’ corporate identity. Please refer to alumnet.nus.edu.sg/alumnilogo. For further queries, please contact oarconnect@nus.edu.sg.

C-4 RECOMMENDED ACTIVITIES FOR NUS ALUMNI GLOBAL AMBASSADORS

Global Ambassadors should be involved in NUS-related activities such as:

**Student Recruitment**
- Wherever possible, assist the NUS Office of Admissions in facilitating contacts with top schools and/or support NUS student recruitment activities in their domiciled cities.

**NUS Student Exchange Programme**
- Alumni who are associated with top universities or institutions could assist in coordinating student exchanges with their institutions. This could involve proposing places for student exchange within their institutions and/or working with NUS for reciprocal arrangements.
- Alumni could host exchange students to tea or to stay with them to experience the local culture and lifestyle.
- Based on interests and fields of study, OAR may assist in facilitating visiting students with the Global Ambassador for networking and mentoring.

**Corporate Internships and Job Opportunities**
- Alumni employed in the private sector could help to arrange for internships for NUS students or job opportunities for alumni to work in their organisations.

**Alumni Engagement Activities**
- Engage alumni through annual reunions, cultural activities, professional development events or community service outreach.
- Encouraged to manage a social media group (e.g. Facebook, Twitter) to connect with fellow alumni in your region.
C-5 FRAMEWORK OF SUPPORT FROM OFFICE OF ALUMNI RELATIONS

Global Ambassadors are encourage to organise at least one alumni event per year. The events organised should be in line with the objectives of NUS, targeted at the NUS community and alumni network and therefore be open to all NUS alumni regardless of Faculty/School and nationality.

OAR will provide a framework of support as below, the application for support should be made using the Activity Proposal and Application for Sponsorship Form found in D-5.

- **Publicity**
  OAR may support Global Ambassadors in the publicity of their events and programmes through its website AlumNET, its monthly e-Newsletter AlumNEWS, and its quarterly magazine The AlumNUS.

- **Facilitating Connections**
  OAR may facilitate connections between Global Ambassadors, country embassies and NUS departments for possible collaboration.

- **Funding Support**
  Global Ambassadors may apply for seed-funding support for the organisation of alumni events and activities. To qualify for alumni events and activities, 80% of event attendees must be NUS alumni. OAR will fund up to 50% of the total costs incurred, and the balance 50% are to be co-funded by the attendees. Funding will be allocated on a case-by-case basis and depending on the nature of the event. Once approved, funding will be disbursed on a reimbursement basis upon submission of relevant receipts and supporting documents.

- **Corporate Gifts Sponsorship**
  OAR may sponsor token, gift and items with NUS OAR branding at alumni events based on application and subject to stock availability. Global Ambassadors are required to plan such events in advance and self-collect the door gifts at Shaw Foundation Alumni House in Singapore.

**Acknowledgment of OAR Support**

In reciprocation of the support given by OAR, Global Ambassadors are to acknowledge OAR as a supporter and feature NUS Alumni logo prominently on event publicity materials and collaterals. These publicity and event materials should be sent to OAR to ensure the proper application of the NUS Alumni logo prior to use or publication.
C-6 REVIEW AND TERMINATION OF NUS ALUMNI GLOBAL AMBASSADOR

Global Ambassadors are subjected to a yearly review by OAR to assess their objectives and activities. At any point in time, if the objectives and activities of the Global Ambassadors are not aligned with NUS’ and OAR’s missions and goals, OAR reserves the right to:

- Request immediate adjustments and/or changes to re-align with NUS’ and OAR’s missions and goals;
- Terminate the appointment of the Global Ambassador; and/or
- Withdraw any permission or terminate any license for the use of NUS name, trademarks and/or use of any collaterals and name cards.
PART D: CONTACT INFORMATION

D-1 OFFICE OF ALUMNI RELATIONS’ CONTACT INFORMATION

For enquiries on Global Ambassador activities, please email: oarconnect@nus.edu.sg or contact OAR at:

NUS Office of Alumni Relations
Shaw Foundation Alumni House
11 Kent Ridge Drive
#05-01
Singapore 119244
Tel: (65) 6516 5775
Fax: (65) 6464 1498

D-2 NUS ALUMNI GLOBAL AMBASSADORS’ CONTACT INFORMATION

Please refer to alumnet.nus.edu.sg/global_ambassadors for the updated list of Global Ambassadors.

D-3 UPDATE OF ALUMNI PARTICULARS

Global Ambassadors are encourage to provide OAR with the updated contact details of their alumni with their expressed consent. This should be done on a half-yearly basis.
D-4 NUS Alumni Global Ambassador Application Form

**Personal Details**

<table>
<thead>
<tr>
<th>Name:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty of Graduation:</td>
<td></td>
</tr>
<tr>
<td>Year of Graduation:</td>
<td></td>
</tr>
<tr>
<td>City of Residence:</td>
<td></td>
</tr>
<tr>
<td>Mobile Number:</td>
<td></td>
</tr>
<tr>
<td>Email Address: (*To be displayed on website)</td>
<td></td>
</tr>
</tbody>
</table>

**Questions**

1. Educational/Work Background (or email CV to jochng@nus.edu.sg)

2. Please provide us a short description of yourself and reasons why would you like to become an NUS Alumni Global Ambassador  
   *If your application is successful, this write-up may be used on our website.*

3. How long have you lived in your current city and how long do you intend to stay?

4. Do you have any existing contacts with NUS Alumni in your current city?
5. Please check all duties you would be open to taking on.

- Serve as a resource for alumni who might be moving to your region or students who might be studying abroad in your region.
- Encourage alumni to update their contact details on NUS’ Alumni Database.
- Help with outreach and recruitment of students in your region.
- Start and manage a Facebook/meetup group with fellow alumni in your region.
- Organise meetup or reunions with NUS Alumni.
- Identify internships and student exchange experiences in your region.
- Facilitate connections between corporate entities and NUS Alumni, Students or Staff.

NUS Academic or Staff Character References (Optional)

Name:

Position:

Relationship:

Contact Number/Email Address:

*If your request is approved, your preferred email address will be displayed on NUS Office of Alumni Relations’ Official Website.
D-5 ACTIVITY PROPOSAL & APPLICATION FOR SPONSORSHIP

NUS Alumni Global Ambassador

Activity Proposal & Application for Sponsorship

Please submit this document via email to Josephine Chng at jochng@nus.edu.sg or Ng Shan Jun at ngshanjun@nus.edu.sg

<table>
<thead>
<tr>
<th>Particulars of Global Ambassador</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
</tr>
<tr>
<td>City</td>
</tr>
<tr>
<td>Email Address</td>
</tr>
<tr>
<td>Telephone Number</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>Type of Sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash (please indicate amount): _____________</td>
</tr>
<tr>
<td>Door Gifts: Yes / No</td>
</tr>
</tbody>
</table>

Terms & Conditions

1. Applicants are required to submit this form to OAR at least 6 weeks before the date of the event.

2. Applicants must receive official approval from OAR before organising the proposed event.

3. Applicants are to abide by the following guidelines:
   a. OAR funding strictly applies to NUS alumni and their spouses only;
   b. NUS business meal guidelines are as follows:

<table>
<thead>
<tr>
<th>Type of Function</th>
<th>Max. Budget Per Head NETT (S$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast/Tea</td>
<td>$25</td>
</tr>
<tr>
<td>Lunch</td>
<td>$55</td>
</tr>
<tr>
<td>Dinner</td>
<td>$100</td>
</tr>
</tbody>
</table>

c. Tips are not reimbursable except for countries where giving tips is a practice, tips must not exceed 15% of the total expense; and

d. Personal expenses such as calling cards, personal transportation are not reimbursable.
4. In recognition of the OAR’s sponsorship, Global Ambassadors should acknowledge OAR in the following ways:
   a. Including the NUS Alumni logo in invitation and publicity collaterals (*please request for original logo from OAR and refer to the guidelines on logo usage*);
   b. Submit invitation and publicity collaterals (if any) to OAR for review before publishing to ensure correct application of NUS/OAR corporate identity; and
   c. Crediting OAR in speeches/verbal mentions.

5. All event invitations *where photography and/or videography is planned and/or anticipated* should include the NUS-approved Media Notice:

   **Media Notice**
   Participants should be aware that the Global Ambassador has appointed authorised personnel to take photographs and videos for and on behalf of NUS during the [NAME OF EVENT] (the “Event”). NUS may use photographs and videos taken by such authorised personnel for NUS’ marketing and publicity purposes in print, electronic and social media. NUS shall not be responsible for photographs and/or videos taken by unauthorised persons during the Event.

   All event registrations *where alumni’s personal data is collected* should include the NUS-approved Personal Data Notice:

   **Personal Data Notice**
   By registering for [and/or participating in] this event, I hereby accept the Terms and Conditions and consent to NUS collecting, using and/or disclosing my personal data to third parties (including any third party located outside of Singapore) for the purpose of updating my particulars with NUS.

6. Ensure that you document the event by:
   a. Taking photographs of the event; and
   b. Submitting a post-event write-up (about 150 words) and photographs (high-resolution) of the event to OAR. OAR may use the photographs for NUS’ marketing and publication purposes.

### Event Proposal 1

<table>
<thead>
<tr>
<th>Event Name</th>
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<tbody>
<tr>
<td>Event Date/Time</td>
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<tr>
<td>Location</td>
<td></td>
</tr>
<tr>
<td>Expected Number of Attendees</td>
<td></td>
</tr>
<tr>
<td>Brief Description of Event</td>
<td></td>
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<tr>
<td>Guest-of-Honour / VIPs (if any)</td>
<td></td>
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<tr>
<td>Publicity Channels</td>
<td></td>
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<tr>
<td>Budget Breakdown (SGD)</td>
<td>Food &amp; Beverage: _______</td>
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<tr>
<td></td>
<td>Venue Rental: _______</td>
</tr>
</tbody>
</table>
Entertainment: ________  Others: ________  Total: ________

Programme

Checklist for Claims

Items 1 and 2 must be sent to OAR to process your claim:

**Item 1: Via email**
- Scanned copy of receipt(s);
- Scanned copy of Vendor Creation Form (for Global Ambassadors submitting claims for the first time);
- Registration List and Final Attendance List (preferably in Microsoft Word/Excel format. Include full name, faculty and year of graduation for each attendee); and
- Post-event write-up (about 150 words) and 3 to 5 event photos (high-resolution).

**Item 2: Via registered mail**
- Original Receipt(s) only; and
- Original Vendor Creation form (If applicable)

For Official Use only

Recommendation:

Cash Amount: ____________
Value of Door Gifts: ____________
Total Sponsorship Amount: ____________
Remarks:

<table>
<thead>
<tr>
<th>Proposed by</th>
<th>Supported by</th>
<th>Approved by</th>
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<tr>
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