

Dear Alumni,

I hereby ask you to support my election as president of the Alumni Association.

It is essential to create a new dynamic in the Association with two aims:

- 1) to strengthen the College of Europe network for the benefit of all Alumni, and
- 2) to foster the reputation of the College of Europe (contribuer au rayonnement du Collège).

For such purpose, I believe the Board should discuss and agree on an action plan, building on current initiatives. I therefore submit to your consideration the following ideas:

* To set up a programme of **events** allowing Alumni of different promotions to meet and get to know each other, and in particular:

- Conferences with high visibility speakers. In the spirit of the College, the Association should promote debate on political, social and economic questions. These debates could also be a good opportunity to constructively cooperate with the College.
- Regular monthly Alumni meetings in a nice and convenient location. These meetings could focus on a social activity (e.g. a quiz night) or bring together specific promotions (e.g. 3 subsequent years).
- Yearly events, such as the “Alumni of the Year” or a sport tournament.

* Next, we need to launch a **communication campaign** towards the Alumni, in order to regain their attention, promote the Association’s programme of activities and... encourage them to pay their membership fee.

* This in turn goes hand in hand with a **major update of the contact details of the Alumni**. This can be done i.a. through the help of the old “délégués de promotion” or other Alumni who notoriously kept in touch with many fellow students. Better liaising with the Regional Groups will also provide the Association a useful source of updates.

* The communication campaign should also include a **revamp of the Association’s website**, to update it and make it more user-friendly. This is certainly also true for the **Alumni database**, considering that the last Who’s who was published in 2005.

* The communication campaign, the updated database and the renewed website will in turn allow us to provide **an even better career service** to our Alumni, **in good cooperation with the College**. In particular, we would be able to remind more Alumni of the possibility to post job adds free of charge and in parallel we would have better access to potential candidates for Alumni seeking to hire other Alumni.

* Behind the scenes, we need to **significantly improve the administrative functioning of the Association**, to ensure the timely publication of legal acts (e.g. “nominations/démissions” in the Moniteur belge) and due respect of the accountancy and tax obligations.

* Once we have raised the Association's profile and improved its functioning, we will be able to attract a retired **senior Alumnus/Alumna** who had a brilliant career and is willing **to focus on the Association's PR**. We could modify the statutes to give this person the official title of "honorary president". Alternatively, this person could become the president and I would be happy to step down and become the operating vice-president.

* Last but not least, all this should improve the Association's visibility, which will not only bring us more membership fees but also allow us to convince **more sponsors** to support the Association.

I realise that this is an ambitious vision for the Association, but I am eager to take up the challenge. I believe I have the necessary management and leadership skills to be a good president for the Association. Concurrently managing several projects with tight deadlines is part of my day-to-day work as a lawyer. As member of the Board of the Association, I am organising the 2012 anniversary event. I am willing to devote more time and energy to the Association and take on a more active role. I know how the Association works and where there is room for improvement. Among others, I trust that I can restore and maintain a good relationship with the College: I have been a student representative at the University of Liège and have worked for the College in the past.

This action plan will require the combination of all our forces. I know that I can count on a committed Board of administrators and on Alessandra's devoted administrative support.

Together, let's make the Alumni Association a success.

Thank you for your support.

Best regards,

Eleonora

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