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# Rotman Alumni Chapters

**Rotman**  
Here's where it changes.

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# Rotman: A Powerful Community

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Welcome to the Rotman alumni community! Regional alumni chapters provide opportunities for alumni to stay connected with the Rotman community outside of Toronto. Whether you're a new graduate relocating to a new city, or an established professional interested in making a difference, alumni chapters help you build your network of friends and colleagues.

Your alumni engagement team will help you remain connected, access lifelong learning and leverage a wealth of opportunities. Because no matter where you take your career, Rotman will support you as you navigate an increasingly complex and interconnected world.

**Jennifer Hildebrandt**  
Director, Alumni Engagement  
jhildbrandt@rotman.utoronto.ca  
416-946-7691

**Hilary Johnston**  
Senior Project Manager &  
Regional Alumni Engagement Officer  
hilary.johnston@rotman.utoronto.ca  
416-978-045

19,000

alumni in

90+

countries

## Rotman Alumni Chapters

Rotman School of Management's global chapters connect alumni to the school and one another through professional, social, academic and philanthropic initiatives. Alumni chapters build community and help to advance Rotman's mission to create value for business and society.

Each alumni chapter is responsible for providing Rotman alumni and friends with meaningful opportunities to:

- Connect and foster relationships with members of the Rotman community
- Engage in social and professional events
- Promote the Rotman brand globally
- Maintain a lifelong relationship with the Rotman School of Management

## Chapter Membership

Structure	Term	Expectations
Chapters consist of co-chairs and alumni volunteers living in the region.	Chairs and volunteers serve 3-year terms with an option to extend for a second term.	Chapters plan up to two events or engagement opportunities per year. Co-chairs and volunteers decide what those events will be with the support of Rotman staff.

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# Governance & Responsibilities

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**“My advice for alumni? Get involved! Being part of the Rotman community in your city can open doors, help make meaningful connections and unlock tremendous opportunities.”**

**- Sukhcharhat Dhillon, BCOM '22**

Rotman alumni chapters are supported by and collaborate with the alumni engagement team. In addition, the Regional Alumni Engagement Officer will serve as a liaison between chapters and the School.

## Meetings

- Rotman alumni chapters meet bi-annually to discuss plans for the coming year
- Chapter members may meet informally between meetings on an as-needed basis

## Event Attendance

- Chapter volunteers attend at least one event annually and plan to actively participate by recommending venues, making introductions, assisting with setup and other event activities

## Ambassadors

- Volunteers serve as ambassadors for the Rotman School of Management when speaking with community members (i.e., prospective students, parents, fellow alumni, colleagues, etc.)

## Program Plan & Execution

- Alumni chapters and the alumni engagement team generate a program plan by the end of the summer for the following academic year
- Plan chapter events, including additional events hosted by the Rotman School of Management
- Chapter volunteers are expected to drive the execution of the plan with support from staff
- Staff may reach out to volunteers for on-the-ground support with Rotman-hosted initiatives

## Philanthropy

- Where possible, volunteers support the Rotman School of Management by donating annually to the program they are most passionate about
- University of Toronto alumni and their families living in the U.S., U.K., or Hong Kong can still claim their donation on their annual tax filings. Donors in the U.S. may make online donations directly to U of T and use their Canadian charitable tax receipt for their U.S. income tax returns. Donors in the U.K. and Hong Kong are encouraged to contact our advancement team to ensure they have the appropriate tax receipt

## University of Toronto Global Network

- Rotman alumni chapters are separate from the University of Toronto's global alumni network or other faculty clubs, though they may occasionally collaborate
- If volunteers are part of other groups, they are asked to share relevant events and updates

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# Rotman Connect

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Rotman alumni chapters have a dedicated group on Rotman Connect. This space allows chapter volunteers to promote events, connect with regional alums on a dedicated discussion board and build community online between in-person engagements.

Co-chairs and volunteers act as administrators to manage the online group. It is recommended that one chapter volunteer is assigned as the communications lead and takes on the admin duties for the chapter on Rotman Connect.

Admins can:

- Post events
- Send messages to alumni in their region
- Monitor discussion posts and actively engage on the message board
- Post relevant links, videos, podcasts or other resources
- Get to know fellow alumni
- Work with the alumni engagement team to develop a strategy to use the platform best

**“That’s the beauty of Rotman Connect: you don’t have to wait to get connected.”**

**- Nimish Bhatt, MBA '16**

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# Philanthropy at Rotman

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**“As an alumnus and long-time supporter of the School, I’m proud and excited to watch Rotman prepare the next generation of innovative and forward-thinking business leaders.”**

**-Barry McInerney, BCOM '85, MBA '87**  
Dean’s Society Member

## Did you know?

University of Toronto alumni and their families living in the U.S., U.K., or Hong Kong can still claim their donation on their annual tax filings. Donors in the U.S. may make online donations directly to U of T and use their Canadian charitable tax receipt for their U.S. income tax returns. Donors in the U.K. and Hong Kong are encouraged to contact our advancement team to ensure they have the appropriate tax receipt.

Rotman alumni chapters play an important role in raising funds for the Rotman school. They may rally their networks to donate as a group, share opportunities in their region or plan a fundraiser in their city.

Rotman staff are available to support chapters and share more information about opportunities to get involved with philanthropy, including:

- Rotman Giving Day is a 24-hour fundraising campaign dedicated to supporting current and future students and researchers across the School. Donors may take advantage of a matching opportunity and have their gift matched dollar-for-dollar up to \$1,000 while matching funds last. Each year, alumni from around the world come together to raise over \$500,000 in support of the projects that mean the most to them, including student experience, capital projects, scholarships, research, centres and institutes.
- The Dean’s Society is a group of generous annual leadership donors who exemplify the power of our alumni network. Members of the Dean’s Society donate annual gifts of \$1,000 or more to support the areas they care most about at the School.
- First Decade members contribute \$100 multiplied by the number of years since their graduation. In recognition of their support, members become part of the Dean’s Society and receive privileged access to the world’s greatest minds, insights into emerging research and special opportunities to meet business leaders.

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# Events & Program Planning

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The alumni engagement team assists Rotman alumni chapters in building their calendar events. It is strongly recommended that chapters plan two events per year, as striving for more may reduce overall attendance.

In addition, the Rotman School of Management will host 1-2 events in priority regions each year. Together, Rotman and the alumni chapters will comprise a slate of 3-4 events and programs for alumni annually.

It is recommended that the groups host a variety of events over time. Some ideas include:

## Social events:

These events allow alums to connect in an informal setting, such as:

- Happy hours
- Holiday parties
- Sporting events
- Walking, running or hiking meetups
- Clothing drives, food drives or volunteer days

## Professional events:

These events may be for all alumni or those in a specific industry or field, such as:

- Industry panel discussions or keynote speakers
- Industry or interest networking receptions
- Site visits

## Learning events:

These content-based events provide the Rotman community continued learning opportunities, such as:

- Museum visits
- Book clubs or launches
- Panel or keynote event (topic relevant across industries)

## Student-Alumni events:

These events may include:

- New student send-off celebrations
- Networking events

The suggestions listed above are just a few of the many programs regional chapters could champion. Chapter volunteers are encouraged to be creative and think about the kind of programming that would be interesting and valuable to their specific community.

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# Event & Program Support

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Rotman's alumni engagement team works alongside alumni chapters to provide support for their programs and events. Support will be provided in the following ways.

## Communicating with regional alumni:

- Rotman staff creates event registration pages to collect RSVPs and registrant information
- Rotman staff will promote events via targeted e-blast, in the weekly e-newsletter to all alum subscribers, on Rotman Connect, and through LinkedIn
- Chapters are encouraged to leverage their own networks by inviting alums via email and on LinkedIn

## Event management support:

- Rotman staff will send event registration lists before each event
- Branded swag will be sent to co-chairs one week before the event, pending the availability of materials
- Rotman staff will support finding a venue for your event as needed

## Post-event organization:

- Rotman staff will create a post-event survey that can be sent out to attendees via Rotman Connect and will collect responses to inform future events and programs
- Alumni chapters may send staff event photos to share on Rotman's social media pages (subject to approval)

## Budgets:

- Rotman School of Management will provide each alumni chapter with an annual budget of \$1,000
- If additional costs are required to execute an event, the chapter should consider event sponsorship and ticketed events to help cover costs
- Alumni chapters are strongly encouraged to use a cost recovery model for their events
- Implementing a nominal ticket price or registration fee will offset costs and reduce attrition

Thank you for being a leader in the Rotman alumni community. We appreciate your enthusiasm and look forward to working with you to build community in your region!

**For more information  
or if you have questions,  
please contact:**

**Hilary Johnston**  
Senior Project Manager &  
Regional Alumni Engagement Officer  
Rotman School of Management  
hilary.johnston@rotman.utoronto.ca  
416-978-054

