



## Centre for Customs and Excise Studies Community (Alumni) Plan 2025

### Document Summary

<b>Project Name</b>	Community (Alumni) Plan 2025
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<b>Author</b>	Brooke Anderson (CCES)
<b>Organisation</b>	Centre for Customs and Excise Studies at Charles Sturt University

### Revision History

Revision date	Summary of changes	Change undertaken by
06-03-25	DW edits / feedback	BA

### Distribution History

Name	Title	Date of issue
CCES Community Advisory Group (Syed, Thula, Edwina, Rizwan and Robeen)	V1.0	14 February 2025
CCES Staff / Faculty	V1.1	06 March 2025

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## Introduction

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This Plan outlines the key priority areas and high-level implementation approach for the CCES Community (Alumni) Program.

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## CCES objectives

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The drivers behind the establishment of an Alumni are three-fold.

- To help CCES graduates build on and refresh their skills, knowledge, and networks, and broaden their spheres of influence.
  - To keep CCES connected with, and abreast of graduate and industry developments.
  - To celebrate and promote the achievements and career journeys of CCES graduates.
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## Priority areas

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### 1. Community and connection.

#### **Goal.**

To strengthen connections and understanding with our alumni and supporters through thoughtful and tailored communication and engagement.

#### **How will we accomplish this?**

- We will listen to and draw upon on the perspectives and experiences of our Alumni to shape our Community program. *Reference to Alumni Advisory Group – Attachment B.*
- We will seek to understand individual Alumni members' professional contexts and needs to curate and implement relevant and impactful events and activities.
- We will ensure that events and activities incorporate sufficient opportunity for networking, knowledge and intelligence sharing etc.
- We will continue to distribute e-badges to recipients of CCES Award programs and encourage them to share their qualifications with their professional networks.
- We will review the social media platforms we use to engage and connect with our Community with a view to streamlining channels and creating a one-stop platform for the CCES community.

#### **How will we know we have achieved this?**

- Our community members will be motivated to connect, volunteer, and contribute their expertise, ideas, time, energy to building the CCES Alumni movement.

## 2. Professional learning and development.

### **Goal.**

To identify, curate and implement a suite of learning opportunities for CCES Community members.

### **How will we accomplish this?**

- We will curate and rollout an annual learning and development program which will help our graduates and students build on and refresh their skills, knowledge, and networks, and broaden their sphere of influence.
- We will tap into the wisdom, skills, and experience of Alumni members to help ensure events and services are relevant, contextualised, and effective. This will include feedback loops and regular evaluation.
- We will provide referral support and functionality for individual members to crowd-source other community members who need help sourcing links, information, research, jobs, and resources.

### **How will we know we have achieved this?**

- Our community members will feel informed and inspired by the events and activities.

## 3. Impact monitoring.

### **Goal.**

To monitor, measure and report on the long-term impacts CCES programs, courses and engagements are having at an individual and community level.

### **How will we accomplish this?**

- We will ask our alumni members to share information and insights pertaining to their jobs, their career journeys, achievements, and goals with the CCES community.
- We will conduct member surveys to understand the kind of outcomes they have been able to realise as a result of their CCES course and through membership of the CCES community.

### **How will we know we have achieved this?**

- We will measure and report back to the Community on the nature and scope the Program's impact.
- We will put feedback loops in place which encourage Alumni members to provide ideas, perspectives, resources designed to improve CCES's operations and the quality of its teaching and learning experiences.

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## Key dependencies

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The success of this plan relies on two critical dependencies.

### **Understanding our members.**

Whilst CCES have close to 2,000 ‘Alumni’ members listed in our database, it has been a while since they were pro-actively engaged by the Centre and their contact information may have changed. Our understanding of the roles, career experience, geographical locations, learning and development needs etc of our Community remains limited.

**Accessible communication and engagement channels.**

CCES utilises a variety of social media and learning (content) management platforms to communicate and engage with students and the broader community.

The successful rollout of this Plan relies on CCES adopting an inclusive, flexible, and accessible approach to communications, events and discussions, engagement. It is also important that social media and technology platforms used by the CCES community enable members to control, to some degree the nature and frequency of communications they receive.

## Governance mechanisms

To assist with the design, launch and ongoing management of a CCES Community, CCES will establish an Alumni Advisory Group. The Advisory Group will provide a sounding board and guidance to the CCES Community Lead in the design and rollout of the online community.

## Implementation approach

- **CCES Landing page.** Design an ‘Alumni landing page’ on CCES website.
- **Segment and target.** Segment Alumni contacts based on region / qualifications etc.
- **Data collection tools.** Build data collection / feedback tools.
- **Chapter based.** Targeted communications by region – one at a time - i.e. Oceania, Southeast Asia; Middle East and Africa etc. Appointing an Alumni Ambassador for each region to encourage and support Alumni events and activities and ‘co-host’ regional discussions where appropriate.

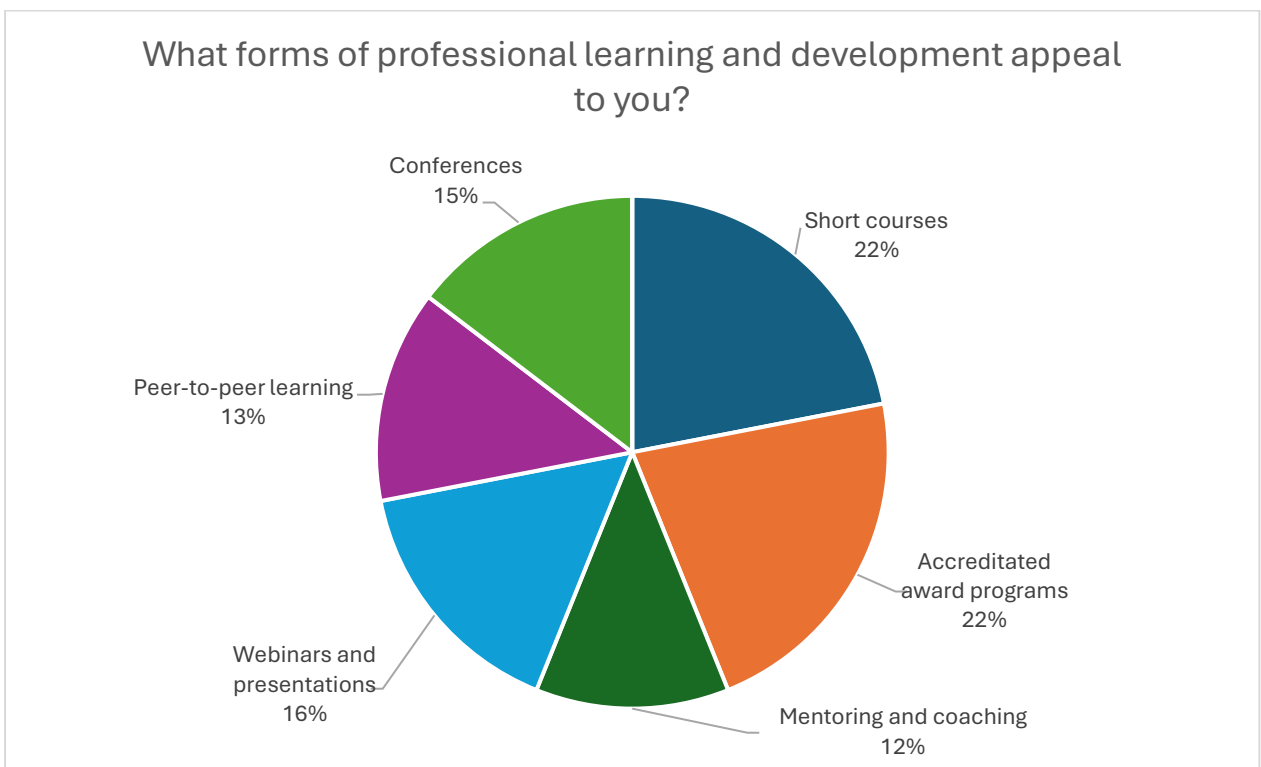
## Timelines

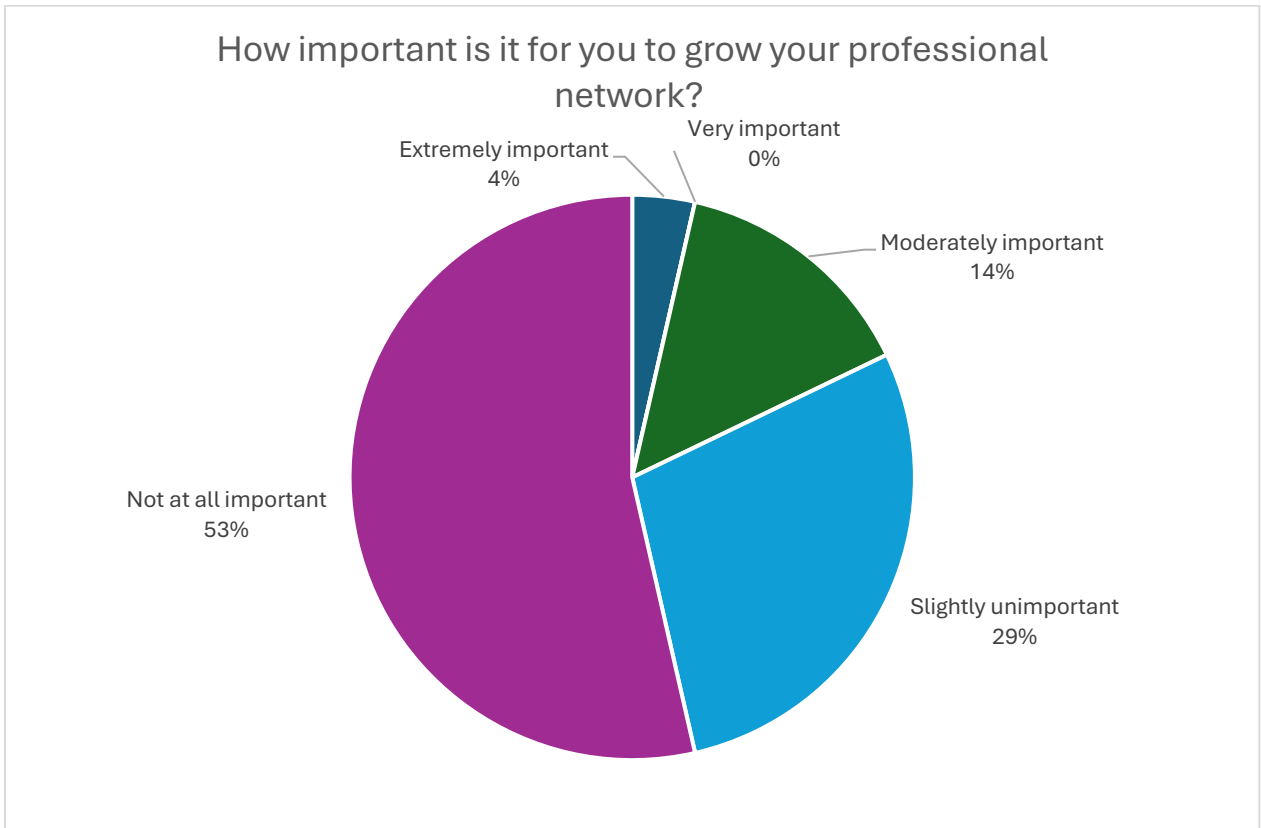
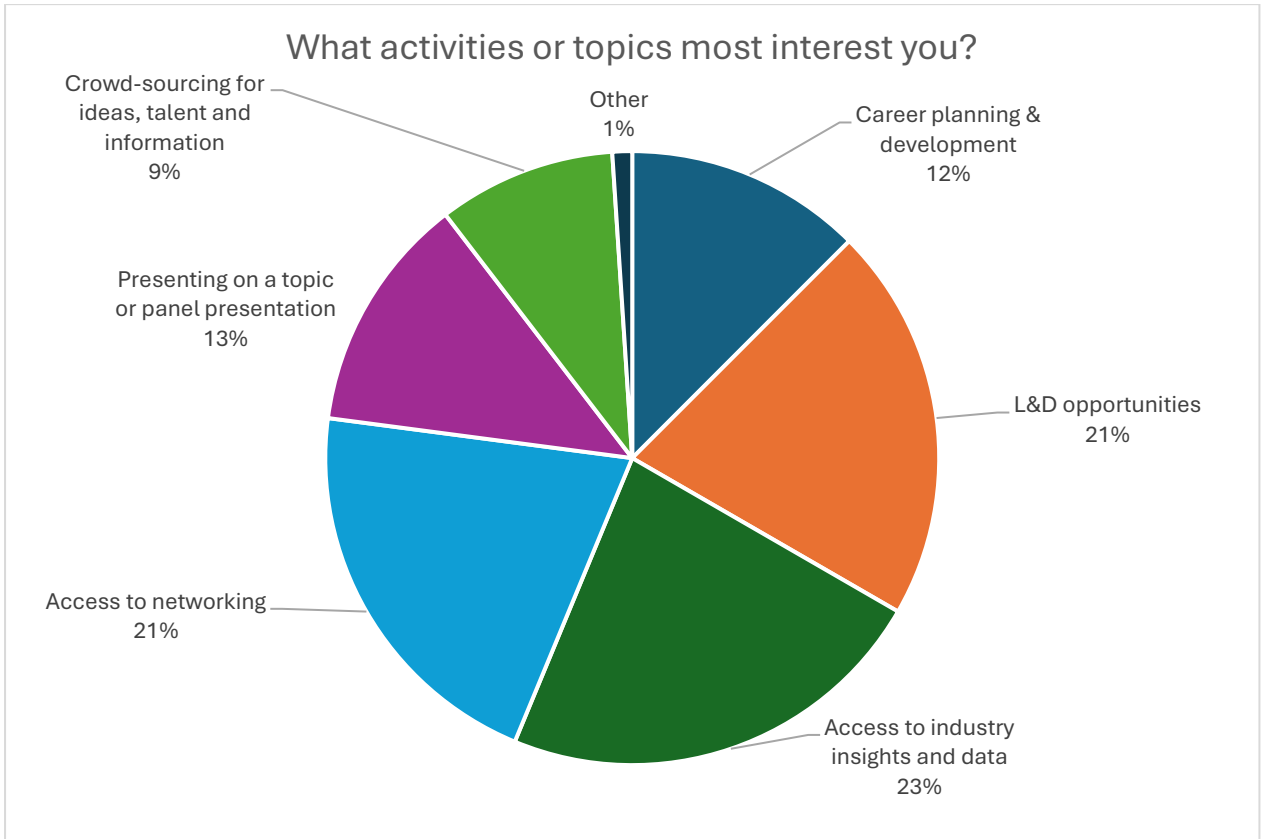
Phase	Activity	Timeframe
<b>1. Stakeholder discussions</b>	Focused discussions with key stakeholders on the draft plan and implementation approach.	Nov-Mar 2025
<b>2. Active planning</b>	Development of CCES landing page / appointment of Ambassadors / building the events calendar / engaging partners.	Feb-Mar 2025
<b>3. Soft launch</b>	Targeted newsletters by region / chapter include video welcome by Professor Widdowson.	Mar - April 2025

<b>4. Events commence</b>	Launch of first Alumni event (live and recorded)	April 2025
<b>5. Review and adjustments.</b>	Research / testing into community platforms to house content, discussion forums and events.	Ongoing.

## Attachment A. Snapshot of CCES Community

- Currently there are 2,359 individuals who are registered on the CCES Community database.
- 44% are graduates of CCES Masters courses, or students currently enrolled in a Masters course.
- 33% have completed or are currently enrolled in a Graduate Certificate qualification.
- In terms of non-Award members, the largest contingent are private sector clients who have enrolled in or are completing CCES short courses.
- In the most recent CCES Outcomes & Community Survey (Dec 2024)
  - Over half of respondents (57%) reported that they worked for a government organisation while almost a quarter reported working in the private sector.
  - 40% of respondents are in senior management roles and 23% are in consulting or advisory roles.
  - Respondents are based in 18 different countries.
  - 94% of respondents said they were either definitely or probably interested in being part of a global network that includes other CCES Alumni.
- The following pie charts outline respondents level of interest in professional development and networking and the kinds of topics and activities which most appeal to them.





## Attachment B. Advisory Group Terms of Reference

### Purpose

The purpose of the Centre for Customs and Excise Studies (CCES) Community Advisory Group is to provide guidance and support to CCES in relation to the design and rollout of a CCES Community (Alumni) Program.

The objectives of the CCES Community Program are:

- To help CCES graduates build on and refresh their skills, knowledge, and networks, and broaden their spheres of influence.
- To keep CCES connected with, and abreast of graduate and industry developments.
- To celebrate and promote the achievements and career journeys of CCES graduates.

### Role of Advisory Group

- To provide input / feedback on the development of the CCES Community Plan.
- To provide guidance, feedback, and support to the CCES Community Lead in implementing the Community Plan.
- To provide advice in relation to potential partnerships and collaboration opportunities that would help to strengthen and grow the CCES Community e.g. guest speakers.

### Eligibility

CCES is looking to recruit between 2-3 individuals to the group. These include CCES graduates, students and faculty members who are interested in providing advice to steer CCES as it designs and develops its Community Program.

Individuals would need:

- To be confident and able to share their perspectives and provide feedback on a range of graduate / Alumni support services and resources.
- To attend at least 3-5, zoom meetings over the next nine-month period, exact timings will vary depending on the availability / time zones of individuals.
- Be able to work collaboratively with the CCES Community Lead and provide feedback in a timely and constructive manner.

### Membership

Membership of the CCES Community Advisory Group would include between 5-7 members:

- CCES CEO.
- Former CCES graduates up to 3 individuals.
- CCES Faculty members (optional).
- CCES Community Lead.

### Term

The advisory group will be in place until the end of 2025. Its continued operation will be re-assessed in December 2025.