

GCSP Community Engagement



Guidelines for GCSP Community Hub Leaders

Geneva Centre for Security Policy
Community Engagement Team
Maison de la paix | Chemin Eugène-Rigot 2D
P.O. Box 1295 | 1211 Geneva 1

T. +41 22 730 96 32

F. +41 22 730 96 49

alumni@gcsp.ch

Guidelines to start a GCSP Alumni Community Hub

Since 1986, the GCSP equips policy and decision makers in governments, international organisations, non-profit organisations and the private sector with the knowledge, skills and network to support their careers and their organizations.

The GCSP Alumni Community is a diverse network of experts in the field of international security policy. Over 9000 GCSP course graduates are located within 174 nations worldwide.

The GCSP encourages the establishment of Alumni Community Hubs to foster a greater sense of union among alumni living in the same area, bringing the alumni's intellectual capital together to create and add professional value to a global community in international security, while also supporting the GCSP's business development.

GCSP Alumni Community Hubs are volunteer driven and must be approved by the GCSP.

We thank volunteer alumni for their commitment towards the GCSP Alumni Community by engaging to bring our graduates closer together on a local and regional basis. The following guidelines will support the opening and the general operations of an Alumni Community Hub.

Mission

The Centre for Security Policy (GCSP) is an international foundation established in 1995, with 52 member states and the canton of Geneva, for the primary purpose of promoting peace, security and stability through executive education, policy analysis, and dialogue.

The GCSP Alumni Community Hub will:

- Allow hub members to re-connect on a local basis and further expand their professional network;
- Maintain and strengthen the contacts between hub members and the GCSP;
- Promote the GCSP's mission through alumni collaboration, and synergy,
- Support future GCSP course participants prior to their arrival in Geneva;
- Introduce and facilitate contacts with the GCSP in the country and the region;
- Contribute with the expertise of its members to:
 - Alumni Notes: short policy paper addressing traditional or new security issues and challenges;
 - Alumni Stories: monthly interviews with selected alumni, sharing their current projects or discussing the political situation in their countries.
 - GCSP courses (alumni guest speakers).

The mission of the Alumni Community Hubs should clearly align to the global mandate of the GCSP.

Values

The GCSP leverages its unique location at the Maison de la paix and at the heart of international Geneva, one of the world's richest networks in global affairs. The Centre conducts its activities according to three principles: impartiality, independence, inclusiveness. It brings people from every industry and nation together, for them to learn, exchange ideas and find sustainable opportunities in current and future security challenges. The Alumni Community Hubs will operate with these same values.

GCSP Alumni Community Hubs cannot engage in any politically driven initiative. Alumni may not speak to the media on behalf of the GCSP without prior consent from the Director and GCSP Community Engagement.

The GCSP reserves the right to take appropriate action, including termination of the hub, should the hub's mission and any policy not be followed.

Beneficiaries

Local GCSP alumni nationals and GCSP alumni based in the hub city.

Financial Policies

GCSP Community Engagement has a limited budget and is not able to support the Alumni Community Hubs in their general operations beyond the inaugural event. We are available to discuss collaborative projects to include GCSP clusters.

Any hub venture to raise funds for a specific purpose must previously be discussed and approved by GCSP Community Engagement.

Hub Leadership

An Alumni Community Hub is led by a GCSP alumnus or co-chaired by a group of alumni. The leaders will be selected for the initial term by GCSP Community Engagement and for the new terms by the local alumni community and lastly confirmed by the GCSP. The hub leadership is voted every two years.

Requirements

To ensure sustainability, the GCSP recommends that an Alumni Community Hub is opened with a **critical mass** of **30 Alumni** or more. Should there not be a sufficient number of alumni in a specific location, GCSP Community Engagement suggests the establishment of a "soft presence" through an "Alumni Ambassador" acting as GCSP contact person in the country/region.

At least one event per year must be organized for the hub members and the hubs are encouraged to participate in GCSP Community Engagement driven initiatives.

Alumni Community Hub leaders will provide GCSP Community Engagement with an annual report on the hub's performances and member status (see Hub Performances & Local Impact)

Introducing a New Hub

Step 1: Contact GCSP Community Engagement

To get started, contact GCSP Community Engagement (alumni@gcsp.ch) expressing your intention to open an Alumni Community Hub in your location. We will guide you through the process of establishing a hub.

Step 2: Estimate the interest of the GCSP alumni community members in your country

Once the requirements met, GCSP Community Engagement will reach out to the alumni based in your region/area and help you assess the level of engagement

The **General Data Protection Regulation (GDPR)** does not allow us to share the list of GCSP alumni in your city, country, or region with you. We will therefore need to clearly obtain the interest of GCSP alumni to share their data with the future hub leader and this from the on-line GCSP Alumni Directory available to all Alumni on the MyGCSP platform.

The GDPR is a regulation in EU law on data protection and privacy for all individuals within the European Union and the European Economic Area. It also addresses the export of personal data outside the EU and EEA. The GDPR aims primarily to give control to citizens and residents over their personal data and to simplify the regulatory environment for international business by unifying the regulation within the EU.

Step 3: Establish the Hub Roadmap

- Determine appropriate leadership positions and responsibilities.
- Establish the hub's annual action plan and submit it to GCSP Community Engagement.

Step 4: Organise the GCSP Alumni Community Hub & Promote its Activities

- Create the hub e-mail address.
- Ask GCSP Community Engagement for a web page and a Facebook group*.
- Promote the hub. GCSP Community Engagement will mail an announcement to all local alumni and will post the news on LinkedIn, Facebook and Twitter.
- Plan the inaugural event

Step 5: Hold Your First Event

The inaugural event for a regional community can take any number of forms. It can be a casual gathering, or an event more formally coordinated with the local Swiss representation.

In conjunction with this event, please respect and observe the following:

- Communicate your event to GCSP Community Engagement
- Discuss the event format with GCSP Community Engagement (funding, location, time, possible GCSP speaker). A representative from the GCSP, Geneva may be able to join for this occasion.

- The GCSP will place your event on-line. Work with the GCSP Community Engagement Team to complete the event submission form (RSVP). An event management platform is available at the GCSP with electronic registration.
- Create the template for your invitation
- Promote the event to your community through telephone calls, social media, mailing lists, etc.
- Inform the GCSP Community Engagement of all registered guests.

Step 6: Define the Annual Event Calendar

- Define a realistic annual event calendar and discuss it with the GCSP Community Engagement Team.
- Place all events and dates on GCSP's alumni web pages.
- Should you wish to organise an event with the Swiss Embassy in your country/region, we kindly ask you to contact GCSP Community Engagement before. Events of this kind are often scheduled by the GCSP Director or planned by the Swiss Ambassador.
- The GCSP can support the hub during visits of its experts to the country/region.

Communication Tools Available

- **MyGCSP**
Create your personal account on the [GCSP Alumni Portal](#), access the Alumni worldwide directory and make sure you use its advanced search option to reach out to GCSP alumni in your city/region.
It is password protected and entirely secure. If you forgot your password, simply tick "forgot password" on the login page and we will reinitialize a new one for you.
- **GCSP Event Management Platform**
We can provide you with on-line registration links to manage your local event.
- **GCSP Alumni Web Pages and Social Media**
Make use of the GCSP network and communicate all your events, content contribution (Alumni Notes, Alumni Stories) to alumni@gcsp.ch and we will place them on our web pages.
 - Connect to the GCSP Alumni [LinkedIn Group](#) and publish directly in the feed of this entirely closed GCSP alumni group.
 - Alumni Community Hubs can use a "FB group" to promote the events and dialogue with the community.
The "FB group" will be set up by GCSP Community Engagement and authorization rights will be sent to the hub leadership.
n.b: The use of social media platforms is not mandatory. Only one "FB page" will exist and will be managed by GCSP Alumni Affairs in order to create a global community
 - [WhatsApp groups](#) are another useful tool for communication with the local community.

Hub Performances and Local Impact

The hub leaders will regularly share

1. the annual hub performances/activities (list of event attendees, business relationships, Global Scholarship Fund opportunities for the GCSP)
2. the impact of its members on the local community (projects, any forms of successes, establishment of new ventures, ...).