

OBJECTIVES:	MEANING:	GOALS:
<i>1) To promote and further the best interests of the University of Canterbury</i>	Helping the University to consolidate and maintain a reputation as a first class tertiary institution and promoting strong positive links between the University and wider community.	<ul style="list-style-type: none"> • To successfully interpret to non-University people what the University is doing • To support University ventures or affiliated groups • To provide assistance to University fundraising • To foster links locally, nationally and internationally • To encourage enrolment at the University from a diverse range of backgrounds
<i>2) To promote goodwill amongst graduates and staff of the University, persons associated with the University and friends of the University</i>	Positive liaising and working co-operatively with alumni inside and outside of the University	<ul style="list-style-type: none"> • To provide opportunities for networking on the basis of profession, interest or community spirit • To identify and arrange appropriate social functions • To enhance graduation ceremonies • To promote and arrange reunions • To foster links locally, nationally and internationally
<i>3) To inform them about activities at the University and matters which promote mutual goodwill</i>	Providing information to help people understand the University and encouraging them to feel positive about both the University and the Alumni Association	<ul style="list-style-type: none"> • To produce a successful and informative alumni publication • To develop successful Internet communication • To communicate to campus and non-campus groups through wide-ranging media • To promote activities such as seminars, exhibitions and performances involving Canterbury alumni, on and off campus
<i>4) To comment on University and government policy</i>	Making considered statements about both University and government policy as the need arises	<ul style="list-style-type: none"> • To provide an independent voice on issues affecting the University and its alumni • To raise awareness of and encourage participation in the Court of Convocation