

28/3/02

DISCUSSION PAPER

Roseworthy Old Collegians Association

Future Structure & Functioning

Current Membership Situation:

- Membership of approximately 1,400 - most of whom joined during the 1950-1980 period;
- ROCA membership is static, but ageing;
- Current rate of new membership pick-up is 6 per year, approximately the same number as member loss through death;
- New membership of 6 per year is drawn from a potential of approximately 150 graduates per year;
- For the past 20 years, the ROCA Committee positions of "Graduating Year" and "1 - 10 Year Representative" have primarily remained unfilled due to:
 - declining membership by graduating students;
 - a dearth of interest in ROCA affairs by new graduates;
 - inability of new entrants to the workforce to schedule ROCA commitments.

The University of Adelaide & Future Source of Membership:

- Since 1990, the structuring of across-campus courses that were previously solely based at Roseworthy has made it increasingly difficult to identify discrete graduates of Roseworthy Campus;
- Large increase in non-residential students attending courses at Roseworthy Campus has led to declining recognition by graduates of personal links with that campus;
- The Faculty of Agricultural & Natural Resource Sciences and the Faculty of Science recently merged into the new Faculty of Sciences. This may lead to increased campus-sharing between courses and course-sharing between campuses;
- Current severe financial, staffing and infrastructure pressures within The University of Agriculture will lead to lower recognition of Roseworthy Campus as a site of discrete courses;

Adelaide

ROCA Funding:

- Current yearly income from new membership is approximately \$360;
- Current yearly expenditure servicing members with a Digest is approximately \$4,000;
- ROCA has financial backing in excess of \$30,000;

ROCA Relationship with Alumni:

- ROCA is an official Chapter of The University of Adelaide Alumni;
- Membership of The University of Adelaide Alumni is free and automatic;
- University of Adelaide Alumni is financed by a grant from The University of Adelaide corporate funding;
- ROCA is the only Chapter of The University of Adelaide Alumni charging a membership fee;
- ROCA members receive complimentary generic Alumni publications on two occasions per year;

US Alumni Studies:

- US studies show that University graduates generally do not express a keen interest in Alumni or University activities for quite a few years following graduation;
- Financial and physical interest from graduates tends to increase 25 years following graduation;
- Sustainability of Alumni bodies throughout the US relies on their ability to keep track of graduates during the 25 year period until they are at a life-stage where major financial and physical contributions can be made to the Alumni body;

Roseworthy Foundation:

- Linkage with the Roseworthy Foundation could provide financial basis for the continuing functioning of ROCA, if ROCA is able to prove a role in providing benefit to Roseworthy Campus and its students;

ROCA Future Is Dependant On Recognition Of Key Points:

- Current financial direction of ROCA is not sustainable;
- For the past 20 years, ROCA has lost track of nearly all graduates associated with Roseworthy Campus. Future will rely on keeping lifelong track of all graduates;
- Continuation by ROCA to charge a membership fee will not attract new members;
- Restructuring of The University of Adelaide courses will mean identification of discrete Roseworthy courses will not be possible in the future;

Proposal:

1. ROCA cease charging membership fees;
2. ROCA concentrate on being a Chapter of The University of Adelaide Alumni and open its membership to include all people interested in being acknowledged as members.
3. All graduates who can be associated with Roseworthy Campus, be automatically registered as members of the ROCA Alumni Chapter;
4. ROCA alter its constitution to reflect aims that exclusively support Roseworthy Campus and its students;
5. ROCA contributes 90% of its current cash holdings (approx \$30,000) as the inaugural funding of the proposed Roseworthy Foundation, on the condition that the Roseworthy Foundation's charter provides financial support to ROCA's endeavours to benefit Roseworthy Campus;

Dale Manson
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