CAREER DEVELOPMENT AND ALUMNI RELATIONS DIRECTIVE

SECTION ONE
Purpose, Scope and Definitions

1. Short Title
"Arkın University of Creative Arts and Design (ARUCAD) Career Development and Alumni Relations Directive".

2. Definitions
For the purposes of these Principles and Procedures, the following terms shall have the meanings set out below;

a) University: Arkın University of Creative Arts and Design (ARUCAD),
b) Rectorate: The Rectorate of ARUCAD,
c) Department: The University's Department of Career and Alunmi Relations,
d) Academic Unit: The faculties, institutes, schools, departments and programmes affiliated with the University,
e) Student: An associate, undergraduate and graduate student enrolled at the University,
f) Alumni: People who have completed a diploma programme at the University,
g) Career Development: The process through which an individual identifies their interests, values, competencies and goals; explores educational, employment and life options; makes decisions; and manages their career throughout their lifetime,
h) Career Counseling: Information, guidance, and development-oriented support offered individually or in groups by qualified personnel,
i) Alumni Tracking System: The process and information infrastructure for periodically collecting and analysing alumni data on communication, education, employment, entrepreneurship, creative production and satisfaction, and using the results for improvement,
j) Career Portal: The digital environment through which career and alumni services, announcements, opportunities and records are managed,
k) External Stakeholder: Employers, professional organisations, public institutions, non-governmental organisations, arts and culture institutions, entrepreneurs, and other individuals and entities that establish career or alumni relations with the University,
l) Mentor: A person who shares their knowledge and experience with a student or graduate within the scope of a defined programme,
m) Portfolio Career: A career structure in which paid employment, freelance work, project-based production, entrepreneurship, academic work, and artistic/creative activities may be pursued concurrently or sequentially,
n) PDCA Cycle: The planning, implementation, checking and taking of action based on the results of activities.

3. Purpose

The purpose of this Directive is to regulate the principles, duties and quality assurance mechanisms to be implemented in order to support students' career awareness, self-management, professional development and employability during their education and after graduation; establish sustainable partnerships with employers and other external stakeholders; strengthen institutional ties with alumni; and systematically monitor alumni outcomes to provide evidence-based input into education and training and institutional development processes.

4. Scope

This Directive covers all students and alumni of the University, its academic and administrative units, career counselling and development activities, internship and work-experience support, employer relations, job and internship announcements, mentoring, alumni communication and alumni tracking processes. Where specific regulations exist concerning the academic and administrative implementation of compulsory internships, academic advising, the processing of personal data, donations and sponsorships, or alumni association activities, the relevant regulations shall also apply.

SECTION TWO
Fundamental Principles, Governance and Responsibilities

5. Fundamental Principles

(1) Student and Alumni Focus: Services shall be diversified according to needs and career stages, based on a lifelong career development approach.

(2) Equality, Diversity and Accessibility: No discrimination shall be made in access to services; reasonable accommodations shall be provided for persons with disabilities, international students, underrepresented groups, or groups requiring additional support.

(3) Ethics, Confidentiality and Voluntary Participation: Privacy, clear information, voluntary participation and avoidance of conflicts of interest shall be fundamental principles in counselling, mentoring, research and communication processes.

(4) Evidence-Based Practice: Needs, participation, satisfaction and outcome data shall be assessed together; decisions and improvements shall be documented.

(5) Stakeholder Participation: The views of students, alumni, employers, professional organisations and academic units shall be incorporated into planning, implementation and evaluation.

(6) Field-Specific Approach: The distinctive forms of employment and professional activity in the fields of art, design and communication, such as freelance work, project-based production, creative entrepreneurship, exhibitions/performances and portfolio careers, shall be taken into consideration.

(7) Transparency and Accountability: The scope of services, application requirements, selection criteria and outcomes shall be announced while protecting personal data.

(8) Continuous Improvement: All processes shall be monitored within the PDCA Cycle, and the effectiveness of measures implemented for improvement shall be followed up.

6. Governance Model

(1) The institutional owner of career development and alumni relations processes shall be the Department of Career and Alumni Relations. The relevant Vice Rectorate, academic units, Department of Student Affairs, Department of Publicity and Corporate Communications, Information Technologies and Data Systems units, Quality Commission, Quality Coordination Office and other relevant units shall participate in the process within the scope of their respective responsibilities.

(2) The Department shall prepare its annual work plan, objectives, indicators and resource requirements based on the views of the relevant units and submit them to the Rectorate for approval through the relevant Vice Rectorate.

(3) The decision-making authority of authorised bodies with respect to academic, administrative and financial matters shall be reserved. The views of alumni and external stakeholders shall constitute advisory and improvement inputs; depending on the subject matter, decisions shall be referred to the relevant academic unit, Senate, University Administrative Board, Rectorate or Board of Trustees for consideration.

7. Duties of the Department of Career and Alumni Relations

(1) To analyse the needs of students and alumni and prepare annual activity, communication and tracking plans,

(2) To conduct individual and group career counselling, training sessions, workshops, sector meetings, career fairs, portfolio reviews and similar services,

(3) To develop relations with employers and other external stakeholders and announce job, internship, project, competition, scholarship and volunteering opportunities according to defined criteria,

(4) To coordinate mentoring programs and alumni participation in University life,

(5) To maintain the alumni database and conduct alumni tracking activities and report the results while protecting personal data,

(6) To maintain records of activities, participation, access, satisfaction and outcomes and prepare an annual performance and improvement report,

(7) To ensure that services remain up to date, accessible and visible and that student and alumni feedback is responded to.

8. Duties of Academic Units

(1) To share program-specific career competencies and sector trends with the Department and ensure appropriate referral between academic advising and career support,

(2) To encourage students to participate in activities that develop their portfolio, CV, professional networking, entrepreneurship and transition-to-work skills,

(3) To consider alumni and employer feedback and alumni tracking results in program monitoring and updating processes and to document decisions taken and improvements implemented,

(4) To contribute to updating communication with alumni and to field-specific mentoring, talks, projects and collaborative activities.

9. Duties of Relevant Administrative Units

(1) The Department of Student Affairs shall share graduation and communication data with the Department in accordance with authorisation, purpose and data protection requirements and support the accuracy of student and alumni status records.

(2) The Department of Publicity and Corporate Communications shall support the implementation of alumni and career communications in accordance with institutional identity, accessibility and approval processes.

(3) The Information Technologies and Data Systems units shall implement technical measures concerning the accessibility, integrity, security, authorisation, backup and continuity of the career portal and alumni tracking infrastructure.

(4) The Quality Commission and Quality Coordination Office shall support the integration of indicators into the University's quality assurance system, the establishment of an evidence chain and the monitoring of improvements.

SECTION THREE
Career Development Services

10. Career Counselling

(1) Career counselling may cover self-assessment, goal setting, exploration of options, decision-making, action planning, CV/portfolio preparation, interviews, networking, postgraduate education and transition to working life.

(2) Application, appointment, confidentiality, record-keeping, cancellation and referral procedures shall be communicated to students and alumni. In-person access and, where feasible, online access shall be provided.

(3) The service does not constitute psychological treatment, legal or financial counselling, or a guarantee of job placement. Where necessary, individuals shall be referred to an authorised University unit or an external specialist.

(4) Training sessions and workshops may cover topics such as career self-management, CVs, portfolios and artist/designer statements, interviews and presentations, digital identity, professional ethics, copyright and intellectual property awareness, entrepreneurship, freelance work, project management, financial literacy, and the responsible use of artificial intelligence and digital tools.

(5) Activities shall be structured progressively according to the program and year of study; a development approach extending throughout the entire period of study, rather than focusing solely on final-year students, shall be adopted.

(6) Participation and learning outcomes shall be monitored through appropriate tools; where certificates of participation are issued, the relevant criteria shall be announced in advance.

11. Support for Work Experience, Internships and Volunteering

(1) The Department shall support the visibility of internship, observation, project, part-time work and volunteering opportunities, as well as application preparation and employer communication.

(2) The academic suitability, credit allocation, insurance, occupational health and safety, and assessment of compulsory internships shall be subject to the applicable legislation and University regulations.

(3) Opportunities that exploit student labour, lack an educational purpose, are discriminatory or misleading, or pose a security or safety risk shall not be published; identified risks shall be reported to the relevant units.

12. Employer Relations and Collaborations

(1) Employer relations shall be conducted in accordance with the principles of mutual benefit, student learning, ethical conduct, equality and institutional reputation.

(2) Collaborations may take the form of guest speakers, studio/workshop activities, live projects, mentoring, workplace visits, internships, employment, research, creative production and program advisory activities.

(3) Any financial or in-kind contribution made by an institution or individual to an activity shall not provide preferential treatment in student selection, academic assessment or alumni rights.

13. Job, Internship and Opportunity Announcements

(1) Announcements shall undergo preliminary review with regard to the identity of the organisation, duties and conditions, location/date, remuneration where such information is available, application method and deadline.

(2) Announcements that are contrary to law, professional ethics or the principle of equality; are discriminatory or misleading; require payment of a fee/commission; unnecessarily collect

personal data; or pose a risk to the University's reputation shall not be published or shall be removed.

(3) Publication of an announcement does not mean that the University guarantees the employer or the opportunity or that it is a party to the employment relationship. Candidates shall be informed that they should independently evaluate the relevant terms and conditions.

14. Career Events

(1) Career fairs, sector meetings, talks, panels, exhibitions/portfolio days, alumni gatherings, workshops and similar events shall be conducted with their purpose, target audience, accessibility, risks and evaluation criteria defined in advance.

(2) In selecting speakers and employers, relevance to the field, competence, ethical suitability, diversity and student needs shall be taken into consideration; the boundary between promotional activities and educational content shall be maintained.

(3) Event records, participant profiles, feedback, lessons learned and, where applicable, follow-up actions shall be retained as evidence.

15. Mentoring

(1) In mentoring programs, the purpose, duration, matching process, communication boundaries, confidentiality, code of conduct, feedback and withdrawal procedures shall be determined in advance.

(2) Matching shall take into consideration development goals, field of interest, experience and suitability. A mentor may not undertake any commitment on behalf of the University regarding employment or outcomes.

(3) A safe reporting and matching-termination mechanism shall be provided for allegations of conflicts of interest, harassment, discrimination, data security breaches or ethical violations.

16. Inclusive and International Services

(1) The formats used for the announcement, application and delivery of services shall be designed to be accessible; where necessary, alternative formats, venues or online participation shall be provided.

(2) International students and alumni may be provided with information on working life, intercultural competence, mobility and entrepreneurship; legal advice on migration and work permits shall be provided only through referral to authorised sources.

(3) Access and service-utilisation data shall be examined across different student groups while protecting privacy; where inequalities are identified, corrective action shall be developed.

17. Career Services for Alumni

(1) Alumni may benefit from events, counselling, mentoring and networking services within the capacity and annual plan of the Department.

(2) The scope, duration or capacity of services provided to alumni may be determined according to objective and published criteria; planning shall ensure that students' access to essential services is not adversely affected.

SECTION FOUR

Alumni Relations and Alumni Tracking

18. Alumni Communication and Participation

(1) Alumni communication shall be conducted through accurate, proportionate and accessible channels in accordance with preference management. Alumni shall be able to easily opt out of non-mandatory communications.

(2) Alumni may voluntarily participate in mentoring, serving as guest speakers, program advisory meetings, jury/portfolio feedback, career events, projects and community engagement activities.

(3) Participation, donations or sponsorships may not be made a condition for academic decisions, documents, services or any other preferential treatment.

19. Alumni Tracking Method

(1) Alumni tracking shall be conducted through the combined use of alumni surveys, focus groups, interviews, career updates, employer feedback and legally permissible institutional data sources.

(2) The initial tracking shall be conducted at an appropriate time that allows the transition to working life after graduation to be observed, preferably within six to twelve months. Subsequent studies shall be determined in the annual plan and repeated, where possible, at intervals not exceeding three years.

(3) The population, sample, response rate, questionnaire, implementation period, data source and limitations shall be specified in the report. Results with low response rates or representativeness issues shall be interpreted without generalising them.

(4) Methods shall be provided to enable alumni to securely update their own records in order to improve the accuracy and currency of contact information.

20. Indicators to Be Monitored

(1) Employment status, time to first employment or income-generating activity, relationship of employment to the field of education, form of employment, sector and geographical distribution,

(2) Continuation to postgraduate education/further education, professional development, entrepreneurship, freelance work, project-based production and business establishment,

(3) Field-specific outcomes in artistic and creative fields, such as exhibitions, performances, publications, festivals, awards, commissions, collective production and portfolio careers,

(4) The contribution of program competencies to employment, production and further education; alumni satisfaction, skills gaps and development needs,

(5) Employer satisfaction, views regarding alumni competencies and competencies expected in the future,

(6) The currency of alumni contact information, tracking response rate, and participation in alumni events and mentoring activities.

21. Use of Results in Program and Institutional Development

(1) The Department shall submit alumni tracking and employer feedback results to the relevant academic units, Quality Commission and Quality Coordination Office at the program/unit level and in aggregated form that does not allow individuals to be identified.

(2) Academic units shall evaluate the results with regard to program objectives, competencies, course content, learning and teaching methods, practical training/internship structure and career support and shall propose necessary improvements to the authorised bodies.

(3) An evidence chain extending from feedback to decision-making, from decision-making to implementation, and from implementation to monitoring of results shall be maintained.

Individual alumni data may not be used for the purpose of making academic or administrative decisions to the detriment of an individual.

22. Participation of Alumni and Employer Views in Decision-Making

(1) The views of alumni and employers shall be systematically obtained through surveys, focus groups, program workshops, interviews and similar methods.

(2) The subject and method of participation, adequacy of representation, views received, responses provided, and changes made as a result, or not made with the reasons thereof, shall be documented.

(3) Academic standards, program outcomes and decision-making authority shall remain with the University's authorised academic bodies.

SECTION FIVE
Other Provisions

23. Cases Not Covered in the Directive

In cases for which no provision is made in this Directive, the applicable legislation, other relevant University regulations and the decisions of the Board of Trustees, Senate, University Administrative Board and Rectorate shall apply.

24. Entry into Force

This Directive shall enter into force on the date it is adopted by the Senate of Arkın University of Creative Arts and Design.

25. Authority to Execute

The provisions of this Directive shall be executed by the Rector of Arkın University of Creative Arts and Design.