



# Introducing the Burgmann College Alumni App



*Welcome to the Burgmann College Alumni App, a brilliant creation by talented alumnus and Advanced Computing whiz Christopher Seidl. With utmost generosity, Christopher dedicated his expertise and time to bring this remarkable app to life. In his article below, 'Why we built an Alumni App', he shares insights behind its development.*

Let's embark on a tech-savvy adventure together, uniting Burgmann alumni in a digital realm of nostalgia and future connections. Inside the pages of this brochure is a guide to downloading the app, as well as examples of its impressive functionality. We hope you embrace this opportunity to stay connected with our vibrant College community and foster lasting engagement with your fellow alumni.

## Why we built an Alumni App

*By Christopher Seidl*

Burgmann has a world class alumni network. Our community is comprised of professionals at the apex of their respective fields and is characterised by a relentless striving towards excellence. I felt this the first time I arrived at Burgmann and through dozens of interviews I conducted with alumni it was consistently identified as our defining feature. In my life I have never experienced anything like it and I wanted to capture and distill this spirit of excellence through this project.

Every technology or social network has its own distinctive feel and ethos. For Instagram it is relentless FOMO and inadequacy, for Facebook and Twitter it is sprawling falsity and fabricated information. The dominant social networks of our time are all social tools we regret using. No one is proud of how much time they spend on Facebook, no one wants to increase the time they spend on Instagram, no one is happy about the power which a handful of silicon valley companies now wield over our psychological well being.

It is regrettable that the technologies which dominate the 21st century are considered by the vast majority of users to be necessary evils – many people wish they could delete their social media accounts but are locked into using them because that's what everyone else is doing. It has even reached the stage where Instagram is trying to water down the potency of its platform – introducing the ability for users to set a daily usage limit and removing likes from its interface – because these platforms are so detrimental for their users. Indeed, barring YouTube, all major internet based third party content distribution services have been deemed psychologically damaging.

The greatest social change of the last twenty years has been precipitated by the rise of social media. These platforms have reshaped the way we interact with each other and reframed our self perception. I would even go

as far as to argue that through his 1.7 billion users (as of July 2019), Mark Zuckerberg wields more political power than most world leaders. Think about how distressing it is that this restructuring of our social lives around a new technological paradigm is collectively seen as hugely detrimental and regrettable.

We have reached a stage where more of our social lives are conducted online than in person. This is not something we can move away from; it happened in the first place because there is immense power within social networking. Whether we like it or not, social networks are going to be an integral part of our entire lives, they are integral to how we document, share and evaluate our real-world actions.

***Through this app, I wanted to do something different and create something which empowers our community rather than debasing it. I wanted to capture our shared spirit of excellence and encapsulate it within a smartphone app which you can carry around in your pocket everywhere you go. I wanted to try and make a new social tool which is designed as a celebration of our community and a living compendium of everything our alumni have achieved.***

This is a new way of social networking arranged around an existing sense of connection and helping you stay in contact with your friends from college. I am extremely excited to see how it goes and I am very interested in any feedback or suggestions you have.

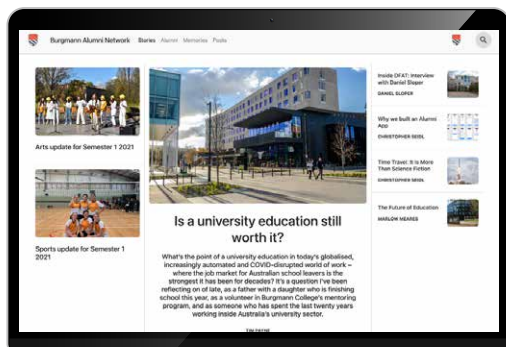
# About the App

## 1 Curated stories and experiences from the Burgmann Community

Read exclusive content from prominent alumni, rediscover old stories from the past, stay up to date with Burgmann news, see how our college has evolved and share your passions and expertise with the wider community.

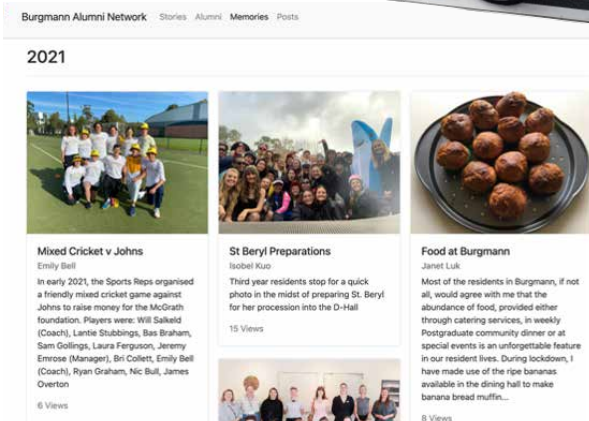
To submit an article to Burgmann Alumni Stories, please send the article as a Word document to [alumni@burgmann.anu.edu.au](mailto:alumni@burgmann.anu.edu.au)

The process of publishing your article to the alumni platform will be handled for you.



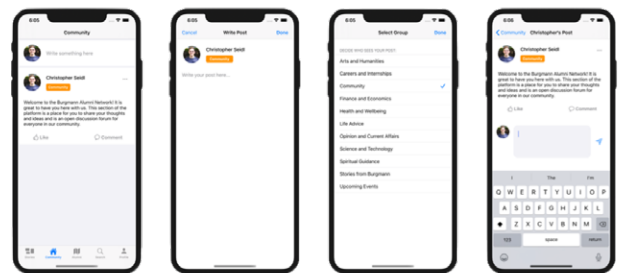
## 2 Share memories and photos from your time at Burgmann

This is the most popular part of the app! Reconnect with other alumni through fond stories, photos and anecdotes, providing a delightful trip down memory lane.



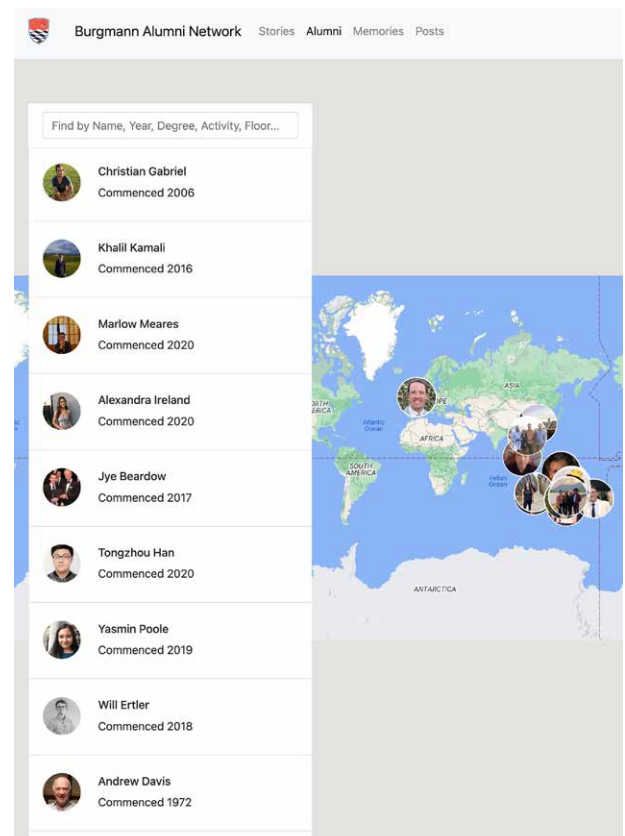
## 3 An open discussion forum for all things Burgmann

Hear important news and events, stay up to date with real-time college developments, share your thoughts and interact with other alumni.



## 4 An AI powered address book to form new connections

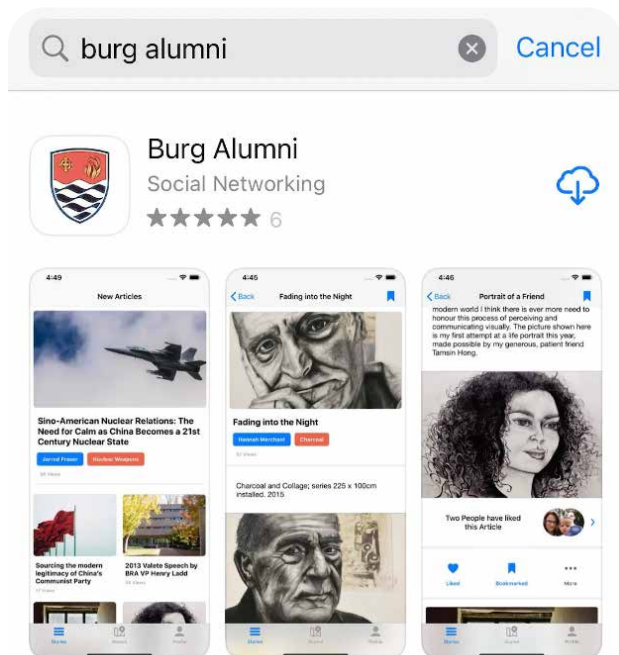
Reconnect with old friends from college, form new contacts, find people with like-minded interests and learn about new people.



# Burgmann Alumni App Guidelines

## Signing up as a new user

The sign-up process can be completed either using the iPhone App or by going to the web app.



## Signing up on the iPhone App:

- 1 Download the app on your iPhone by going to the iOS App Store and searching for **“Burg Alumni”**.
- 2 Open the app and click on “Start Using Account”.
- 3 A new screen will now be presented where you are asked to type in your email address and a password. Because you haven’t created an account yet, you should type the email and password you intend to use for your account.
- 4 Now enter your first and last names, the year you started at Burgmann and the access code, which is 2020.
- 5 If all of your credentials are correct, tap verify, and you will then be taken to a new section where you will be guided through creating your profile and adding all of your profile information (bio, profile picture, etc.).

## Signing up on the Web App:

- 1 Open either Google Chrome or Firefox on your computer and search **burgmanncollege.com** or **burgmann-alumni-app.web.app**.
- 2 When the web page loads, click the “Create Account” button.
- 3 You will need to enter your first and last name and the year you started at Burgmann. You will also need to include an access code, which, at the time of writing is 2020.
- 4 You will then be taken to a new screen where you will be asked to supply an email and password to use for the app.
- 5 Next, you will be guided through adding all the information required to fill out your profile, including writing a bio, uploading a profile picture, and answering questions about your time at Burgmann.



## About the App Creator

Christopher Seidl is a Burgmann Alumnus (2017–2021) who holds a Bachelor of Advanced Computing (Honours) from the Australian National University.

He developed both the Burgmann College Alumni App and the Burgmann College Food App, working closely with alumni and Principal Sally Renouf to develop and successfully roll these out.



**BURGMANN COLLEGE**

*Affiliated with The Australian National University*



## More Information

For more information, please scan the QR code or visit [burgmann-alumni-app.web.app](https://burgmann-alumni-app.web.app)

Advancement Office, Burgmann College, Building 52, Daley Rd,  
Acton, ANU, Canberra, ACT 2601

T: **+61 2 6125 2254** W: [burgmann.anu.edu.au](https://burgmann.anu.edu.au)

E: [alumni@burgmann.anu.edu.au](mailto:alumni@burgmann.anu.edu.au)