(RE)LAUNCHING YOUR ALUMNI RELATIONS PROGRAMME

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CZEDUCON
× Terms
× Trends
× Theory
× Practice
× Resources
 TERMS

× Alumni: from degree holders to visitors …
× Local, international, transnational …
× Alumni engagement: meaningful activities to advance the institution’s mission or ‘TTT’ …
× Association, network, community, chapter, club, group
× CASE, EAIE …
× Nuffic, DAAD, British Council, NAWA …
TRENDS

http://monitor.icef.com/2017/12/study-finds-lots-room-improve-international-alumni-relations/
Sych, S.; (2017) Constructing identities of alumni relations professionals in Central and Eastern European higher education. UCL (University College London).
<table>
<thead>
<tr>
<th></th>
<th>5 (Not Very Important)</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1 (Very Important)</th>
<th>WEIGHTED AVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased international student recruitment</td>
<td>6.25%</td>
<td>4.17%</td>
<td>9.38%</td>
<td>20.83%</td>
<td>59.38%</td>
<td>1.77</td>
</tr>
<tr>
<td>Increased donations</td>
<td>12.50%</td>
<td>15.63%</td>
<td>27.08%</td>
<td>13.54%</td>
<td>31.25%</td>
<td>2.55</td>
</tr>
<tr>
<td>Increased brand awareness</td>
<td>6.32%</td>
<td>6.32%</td>
<td>9.47%</td>
<td>22.11%</td>
<td>55.79%</td>
<td>1.85</td>
</tr>
<tr>
<td>Increased employment and networking for all students</td>
<td>6.32%</td>
<td>7.45%</td>
<td>12.77%</td>
<td>26.60%</td>
<td>47.87%</td>
<td>1.96</td>
</tr>
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</table>

http://monitor.icef.com/2017/12/study-finds-lots-room-improve-international-alumni-relations/
TO HAVE OR NOT TO HAVE vs CONTINUE TO INVEST OR NOT…?

✗ Where do you start from: ‘zero,’ ‘secondary,’ ‘support’ or ‘core’?

✗ Local, international, transnational … same programme?

✗ Asses how alumni involvement may fit with your goals?

✗ What units need alumni the most?

✗ Start early, connect with students – ‘alumni in training’

✗ Resources, reporting, assessment and leadership?
WHERE TO START?

EASE OF IMPLEMENTATION

* Annual alumni meet president hour
* Set up FB group

IMPACT

* New database
* Re-launching print alumni magazine
CONCLUSIONS

✗ Fit with institutional goals, but be aware of alumni “favorite ways”

✗ Decide on separate or integrated (inter/transnational) alumni relation function within your institution

✗ Ensure program is well thought through and funded long-term

✗ Start small

✗ If you start alumni relations proper, you can not stop …
Resources: links


✗ International alumni relations: https://www.eaie.org/blog.html?queryStr=alumni

✗ 100 anniversary UBC (CASE Circle of Excellence): https://www.youtube.com/watch?v=Hl0_ZPU4mw0

✗ CEU 25th anniversary: https://www.ceu.edu/article/2016-06-14/ceusilver-25th-anniversary-alumni-reception-party

✗ Holland Alumni Network: https://www.nuffic.nl/en/subjects/holland-alumni-network
Thank you!

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