

# (RE)LAUNCHING YOUR ALUMNI RELATIONS PROGRAMME

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**CZEDU** →  
**CON** FÓRUM MEZINÁRODNÍHO  
VYSOKOŠKOLSKÉHO  
VZDĚLÁVÁNÍ



x Terms

x Trends

x Theory

x Practice

x Resources



# TERMS

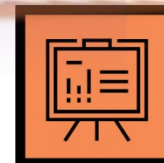
- X Alumni: from degree holders to visitors ...
- X Local, international, transnational ...
- X Alumni engagement: meaningful activities to advance the institution's mission or 'TTT' ...
- X Association, network, community, chapter, club, group
- X CASE, EAIE ...
- X Nuffic, DAAD, British Council, NAWA ...



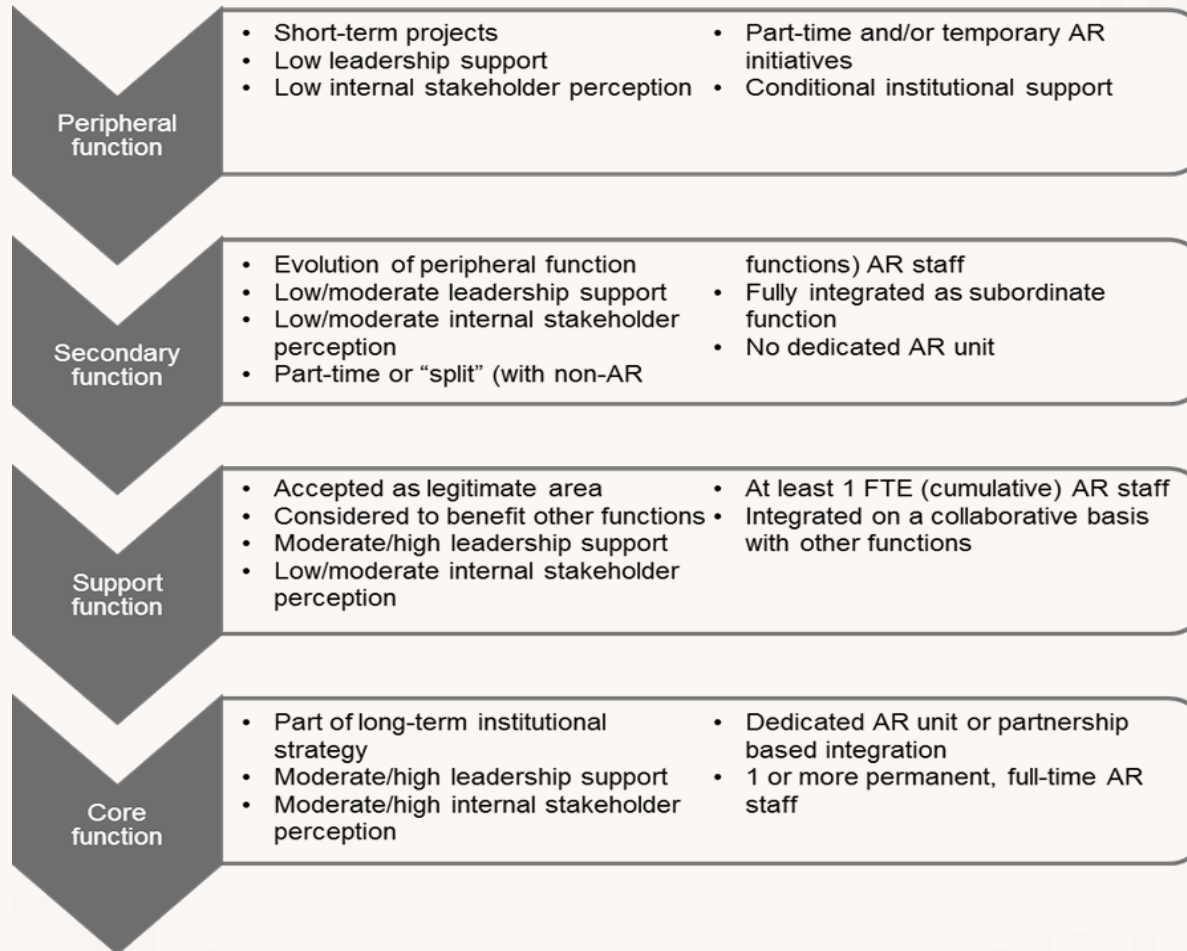
# TRENDS



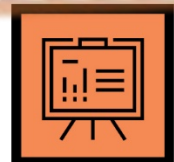
<http://monitor.icef.com/2017/12/study-finds-lots-room-improve-international-alumni-relations/>



# TRENDS



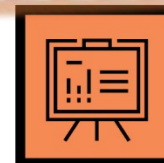
Sych, S.; (2017) Constructing identities of alumni relations professionals in Central and Eastern European higher education. UCL (University College London).



# TRENDS

	5 (Not Very Important)	4	3	2	1 (Very Important)	WEIGHTED AVERAGE
Increased international student recruitment	6.25%	4.17%	9.38%	20.83%	59.38%	1.77
	6	4	9	20	57	
Increased donations	12.50%	15.63%	27.08%	13.54%	31.25%	2.55
	12	15	28	13	30	
Increased brand awareness	6.32%	6.32%	9.47%	22.11%	55.79%	1.85
	6	6	9	21	53	
Increased employment and networking for all students	6.32%	7.45%	12.77%	26.60%	47.87%	1.96
	5	7	12	25	45	

<http://monitor.icef.com/2017/12/study-finds-lots-room-improve-international-alumni-relations/>

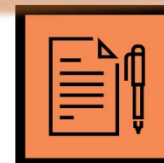
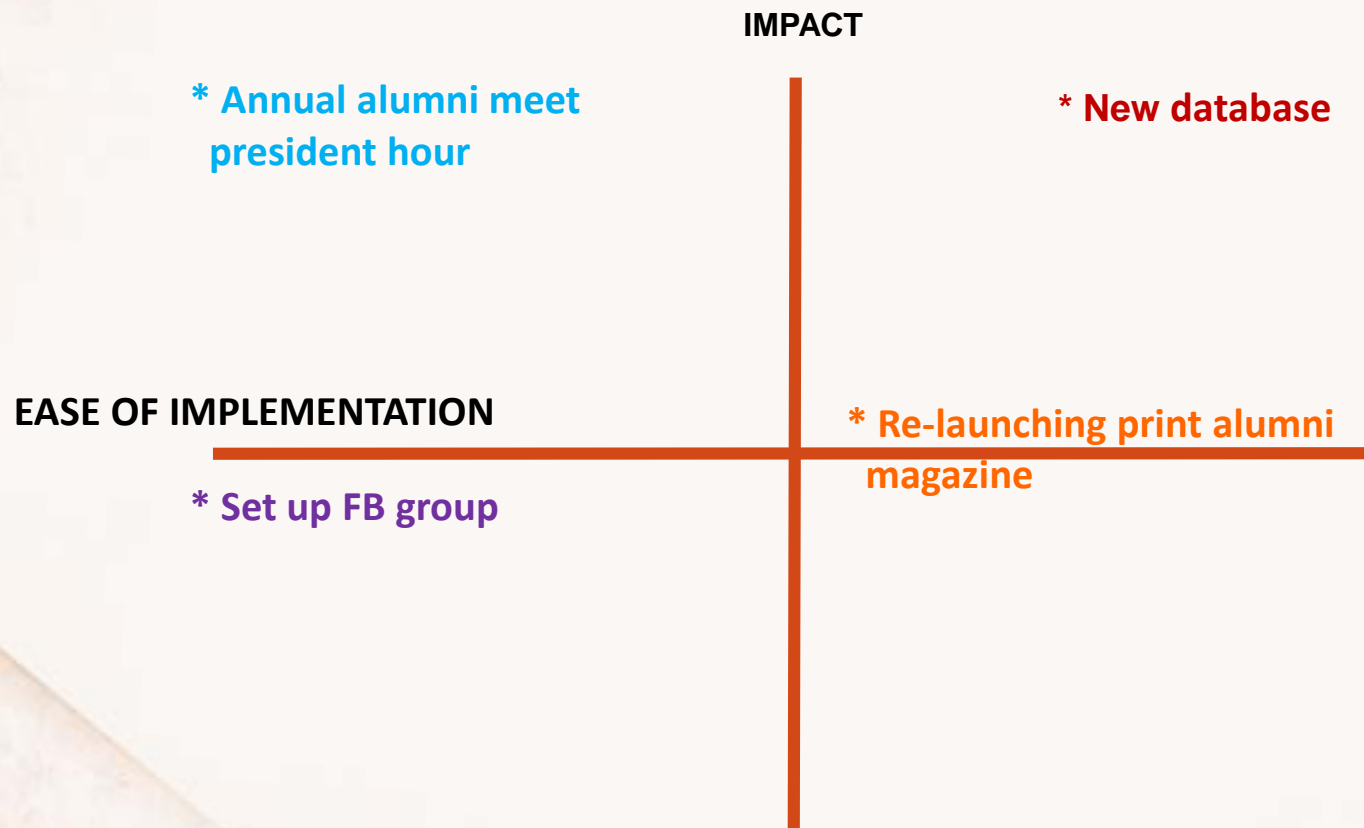


# TO HAVE OR NOT TO HAVE vs CONINUE TO INVEST OR NOT...?

- x Where do you start from: 'zero,' 'secondary,' 'support' or 'core'?
- x Local, international, transnational ... same programme?
- x Asses how alumni involvement may fit with your goals?
- x What units need alumni the most?
- x Start early, connect with students – 'alumni in training'
- x Resources, reporting, assessment and leadership?



# WHERE TO START?



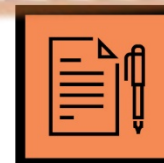
# CONCLUSIONS

- X Fit with institutional goals, but be aware of alumni “favorite ways”
- X Decide on separate or integrated (inter/transnational) alumni relation function within your institution
- X Ensure program is well thought through and funded long-term
- X Start small
- X If you start alumni relations proper, you can not stop ...



# Resources: links

- X Measuring engagement: [https://www.case.org/Documents/WhitePapers/CASEWhitePaper\\_AlumniMetrics.pdf](https://www.case.org/Documents/WhitePapers/CASEWhitePaper_AlumniMetrics.pdf)
- X International alumni relations: <https://www.eaie.org/blog.html?queryStr=alumni>
- X 100 anniversary UBC (CASE Circle of Excellence): [https://www.youtube.com/watch?v=HI0\\_ZPU4mw0](https://www.youtube.com/watch?v=HI0_ZPU4mw0)
- X CEU 25th anniversary: <https://www.ceu.edu/article/2016-06-14/ceusilver-25th-anniversary-alumni-reception-party>
- X Holland Alumni Network: <https://www.nuffic.nl/en/subjects/holland-alumni-network>



Thank you!



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