

Strategy for International Alumni

Workshop by Carolyn Wever

director alumni relations & university fund

Alumni, Aluminium??

Or how to (re)introduce an alumni culture.



“It sounded an excellent plan, no doubt, and very neatly and simply arranged: the only difficulty was, that she had not the smallest idea how to set about it.”

Lewis Carroll, Alice in Wonderland, 1865



What is strategy

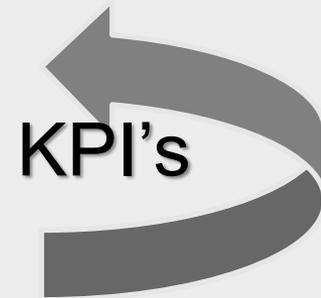
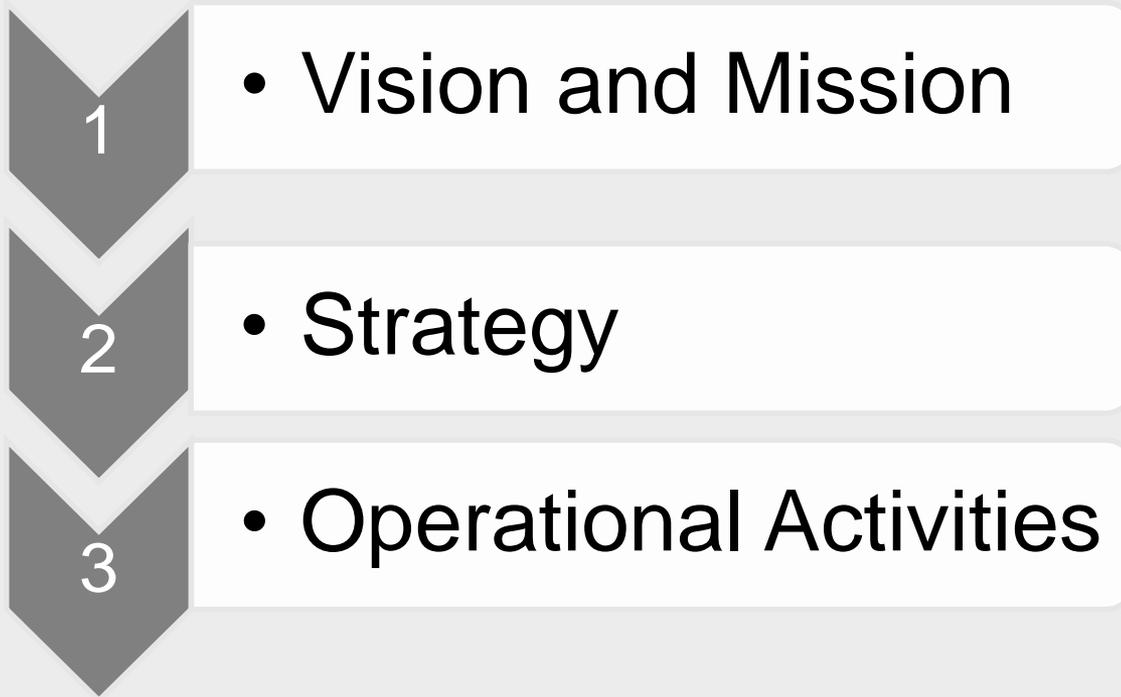
Operational Effectiveness:

performing similar activities *better* than rivals

Strategic Positioning:

performing *different* activities from rivals' or performing similar activities in *different ways*

Three distinguished steps



Alumni Strategy

- Unique Selling Points of your institution:
 1. Why are you different?
 2. What is attracting for students / researchers?
 3. Why should they come to you



University of Amsterdam example

- Studying in a global metropolis
- 'Excellence classes' for top talent
- Valorisation
 - deploying knowledge to benefit society
- Recruiting, binding and developing talent

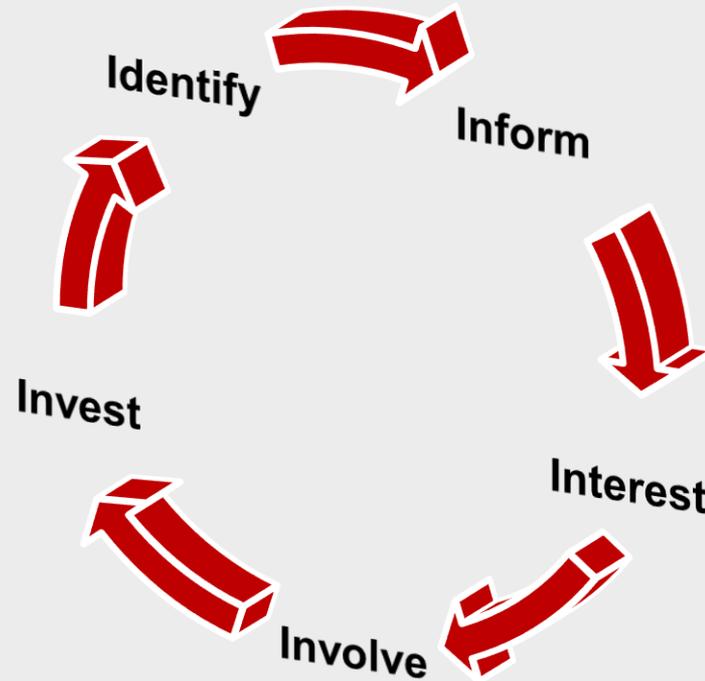


Describe your institutions operational activities as the start for your alumni strategy in small groups. Define in 5 keywords your Alumni strategy

Alumni strategy

- Organisation of alumni
- Centralised or local
- Commitment board(s)
- Volunteers

Alumni strategy



Identify

- Alumni database
- Prospect research
- Companies
- Foundations and capital funds





Inform:

- Magazine
- Alumni portal
- Social Media
- Graduation presents
- Fundraising projects

Interest

- Networking events
- Career programme
- Education related groups
- Contract teaching discount rates
- Facilities
- Lectures



Involve

- Volunteer board
- Curatorial panel of special chairs
- Brainstorm sessions
- Cultivation alumni circles
- Ambassadors

Invest

“The only way to have a friend is to be one.”

Ralph Waldo Emerson (1803-1882)



Budapest, November 2016



- Use the keywords from the first exercise and fill the steps for the 5 I's in groups.

Alumni Strategy

- Unique Selling Points of your institution:
 1. Why are you different?
 2. What is attractive for students / researchers?
 3. Why should they come to you?



Alumni strategy

- Organisation of alumni
- Centralised or local
- Commitment board(s)
- Volunteers

Choices

1. Vision, Mission, Strategy & Execution
2. Setting priorities
3. Defining and measuring impact

Managing expectations & Budget cuts



Organisation of Alumni

- Central office
- Alumni Association



Alumni Association

- Recruiting
- Streamline vision association ↔ institution
- Volunteer management



University Board



- Involve your board
- How to get your board to work for you?



Use the results of the two exercises to set up a framework for you Strategic Alumni Plan

How to survive

- Know your institution:
 - Discriminate, segment and collaborate
- Know your competition
 - Select your goals
 - Set realistic goals
- Know your financial possibilities
 - Look for gains
 - Invest

Alumni, Aluminium??



This workshop hopefully inspired Alice's thoughts how to set up or re-introduce an alumni culture