



Alumni recruitment

What really works?

Pamela Barrett

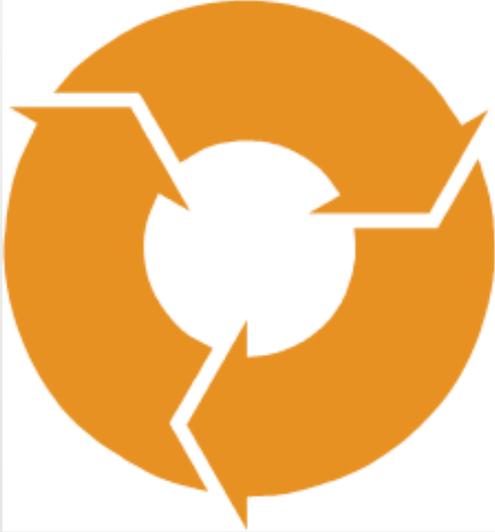
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Why?



Push and Pull Factors

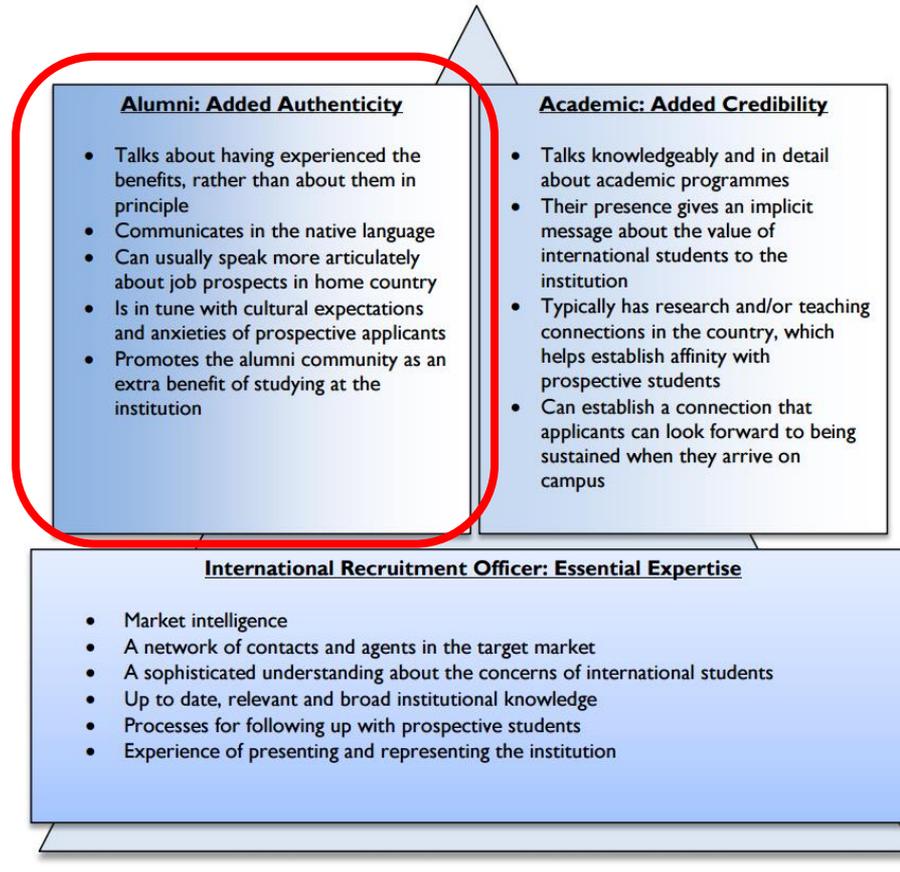


Institutions want:

- **Alumni giving**
- **Enhanced reputation**
- **Connections, association**
- **Support for internationalization goals
(particularly international student recruitment)**
- **Increased brand awareness**



International Alumni in student recruitment



Push and Pull Factors



Broadly, alumni want :

- **Career networks**
- **Connections**
- **Maintain friendships**
- **Further learning opportunities**
- **Enhance value of institutional brand (increase in equity value of qualifications)**







How do we recruit
alumni?



Recruitment Activities

Start with a coordinated Approach throughout student lifecycle:

- Fit with institution's internationalization strategy
- Align countries/markets
- It begins with new students, set expectations
- Consider potential of agent networks and hub offices
- Survey to understand alumni preferences
- Measure impact of activities



Start at the beginning

- Prospective student communication
- Current student experience (impact of student satisfaction & outcomes)
- Senior Leadership
- Faculty
- Career Services
- International Office
- Marketing and Development



Take care of costs and measure everything

- ROI
- Build presence, influencers
- Prioritize events, programs
- Timescale to delivery
- Realistic targets
- Process, process, process – CRM



Role of CRM

- Targetted, automated communication over time
- Track involvement through real-time segmentation
- Monitor effectiveness of events, communications, fundraising appeals
- Warning: ensure cleanliness of records



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Choosing alumni markets for in-country activity?

Consider your alumni market portfolio:

- Match to current alumni presence, existing networks for scalability
- Ease and cost of operating
- Agent presence
- Current reputation
- Opportunities for collaboration
- Developing markets for student recruitment



What kinds of alumni programmes?

Consider push and pull:

- Events (social, career etc)
- Advertising
- Word of mouth & social media multipliers
- Graduation ceremonies
- Fundraising activity
- Recruitment Fairs, visits
- Visiting lectures/demonstrations



How about from a distance?

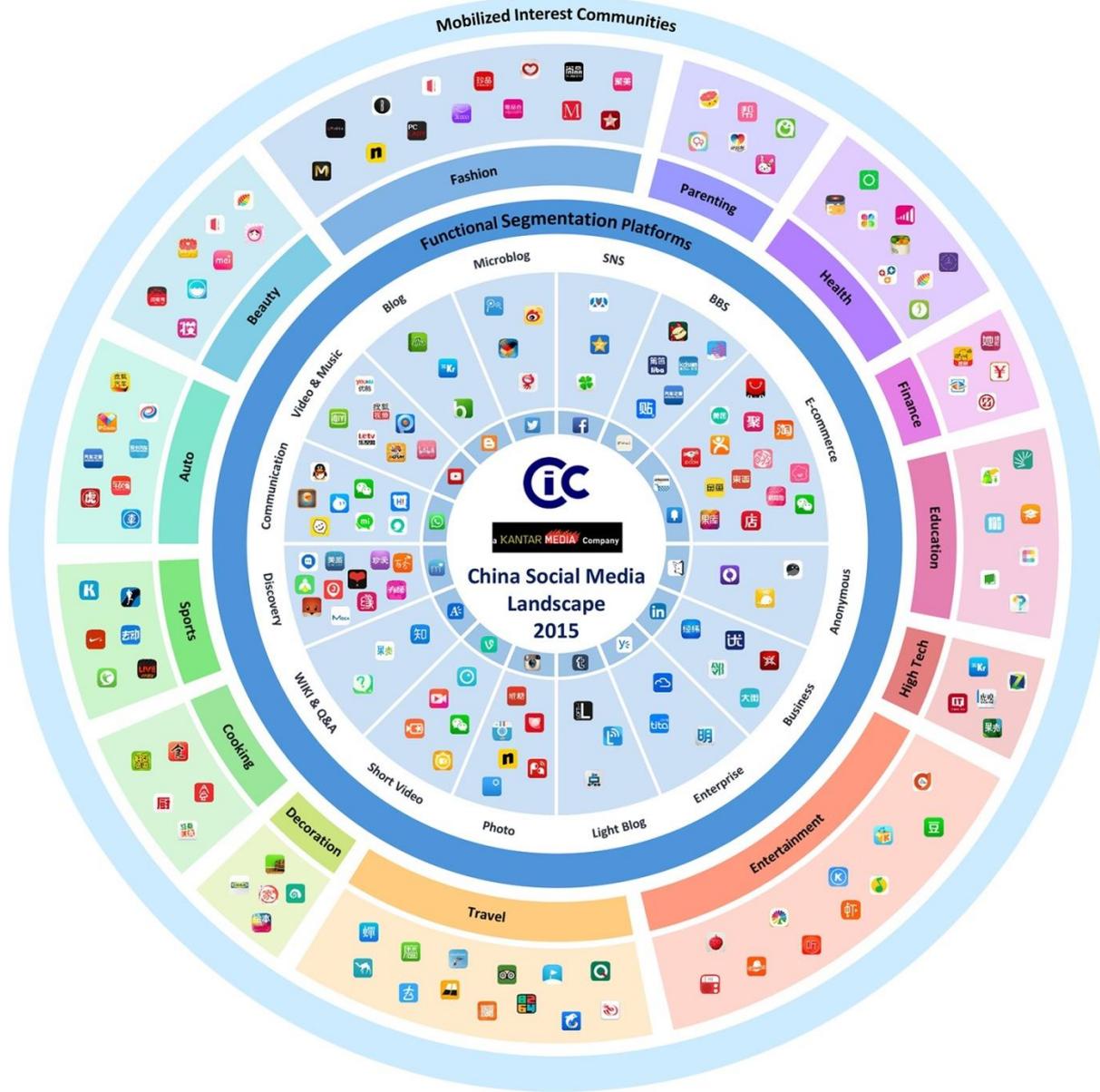
Consider push and pull:

- Updates from campus
- Feature alumni
- News, connections
- Social media:
 - LinkedIn
 - Facebook
 - equivalents
- Website/microsites



A word on social media.....





Don't forget testimonials.....

“ I went there and
you can too”





To recap...



Top 5 Push Factors

1

Coherence with institutional strategy

2

Attend to Cost

3

Faculty/Staff Engagement

4

Set expectations for alumni involvement throughout the student lifecycle

5

Investment in infrastructure to support activities



Top 5 Pull Factors

1

Career connections and facilitating networks are key

2

Communications supported by CRM

3

Choosing the right markets/countries

4

Balance portfolio of in-country and remote activity

5

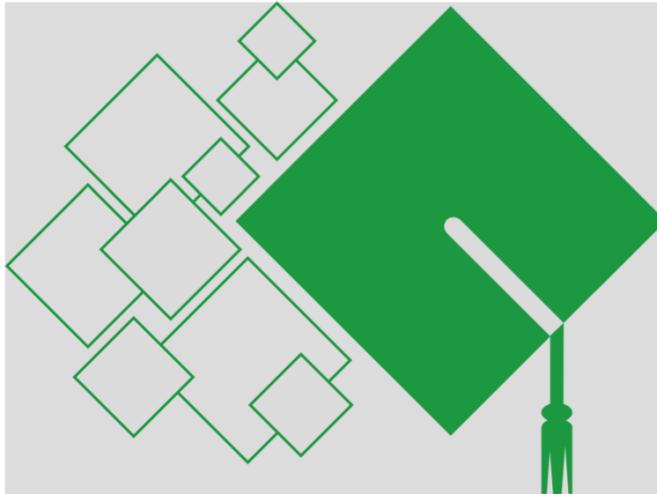
Balance push of institution needs with pull of alumni interests



Interested in further learning on this topic?

Global Alumni Relations Course

Created by Gretchen Dobson, a globally recognized leader in International Alumni Services, the Global Alumni Relations Course is your guide to building a lifelong relationship with your international alumni.



The Global Alumni Relations Course aims to improve the engagement of your institution's network of internationally affiliated alumni, students, faculty, staff, community, and key partners to support and advance institutional priorities.

The e-learning course provides an overview of global alumni relations and why your organization should invest in developing a global alumni relations strategy.

It is suitable for university, college and school administrators, promotional and regulatory agency staff and others who are interested in learning how to establish and maintain an engaged group of international alumni and brand ambassadors.



12 Module eCourse

This course consists of 12 modules. Topics include:

- Planning a Strategy
- Budgeting
- Volunteer Management
- International Database Management
- Trends in Mobility, Employability, Partnerships and Fundraising Activities

You will learn to:

- Understand the motivations for engaging your alumni network
- Determine the value propositions for your organization
- Assess your readiness to act sustainably with available resources

For an annual subscription of US\$995, you receive two (2) seats for this 12-module online professional development seminar.

Your team will also have access to a library of best practice recommendations, updated case studies and planning templates. Subscribers will also be able to purchase Academic Assembly's custom coaching and strategic planning services.



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Questions?

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THANKS

For your participation!

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Alumni recruitment workshop

Putting ideas into practice

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Start at the beginning

- Internationalization strategy
- Prospective student communication
- Influencing push factors/advocacy
- Planning
- Reflection



Pitch Perfect (10 minutes)

In pairs.

1) One of you is an alumni officer, the other a prospective student.

Alumni Officer: Give the prospective student your pitch about why alumni is important

Student: Respond with questions

2) One of you is the alumni officer, the other is the institution's senior leader.

Alumni Officer: Give the senior leader your pitch about why alumni is important

Senior leader: Respond with questions



Costs and investment are vital

- ROI
- Prioritizing activity for impact
- Target setting
- Data driven strategy – CRM



Pitch Perfect (10 minutes)

In groups.

- 1) Your group needs to make a case for a CRM system to support the alumni programme. What are your top 5 points in your argument for such an investment?
- 2) The University wants to identify more international alumni in key countries for student recruitment and events and activities. What are your first steps?



Alumni in student recruitment (10 mins)

Student critical path



Institution critical path



Marketing cycle



Pitch Perfect (15 minutes)

In groups

This is a meeting of the alumni office and international office. We need to plan activity for alumni to be involved in international student recruitment.

What's our plan?

Decide on first steps for communicating with international alumni to get them involved in international student recruitment in X country

Decide on activities

Give 3-5 ideas and example activities



Reflection (10 mins)

On your own

- 1) Write down 5 things you have learned today that will do when you get back to your institution to strengthen your international alumni programme.





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