

Developing a strategy for international alumni engagement

Presentation and workshop

Campus Mundi Programme, Tempus Public Foundation

Tuesday 6th November 2018

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Director of Philanthropy & Alumni Engagement



University of Brighton

What will we cover today

- Introductions
- Why is internationalisation important for higher education
- Link between internationalisation and alumni engagement
- Examples of best practise from the UK
- Challenges and opportunities
- How to approach developing a strategy
- Workshop



AGENDA



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What do you want to get out of today?

- Where to start?
- How to secure senior colleague involvement?
- What works well?
- Scaling up?
- How to make the case for resources?
- How to sustain?
- What else.....?



A bit more about me



- Telephone fundraiser as a student
- Regular giving expert
- Establishing new operation from scratch
- Where's the database?
- Where's the strategy?
- Achievements
- Challenges and opportunities



Internationalisation

- Now mentioned in mission statements for most HE organisations
- More than just delivering a range of activities
- Creates a culture
- Not just about increased international recruitment
- Global graduate competence



Internationalisation + alumni engagement = ????

- Effective alumni engagement aligns institutional priorities with the interests, needs and giving potential of alumni
- Research shows correlation between investment in alumni engagement and alumni making donations
- The benefits of alumni engagement go far beyond fundraising
- Costs of not recognising the value of engaged alumni are become clearer all the time
- The key element is achieving mutual benefit



Internationalisation + alumni engagement = ????

- Examples of successful international AE, but national AE does remain focus
- Interesting that fundraising cultivation of international alumni has often involved very effective alumni engagement
- To ensure strategic impact, activities must add value to internationalisation agenda whilst also positively engaging alumni
- Effective international alumni engagement will also require internal collaboration and possibly step into unknown





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BATH



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UNIVERSITY OF
OXFORD

Hello
my name is

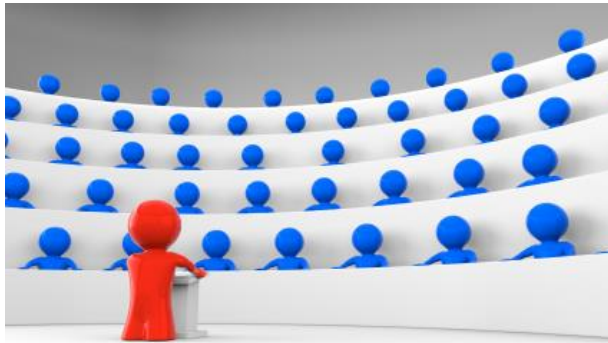
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PROUD TO BE A GRADUATE
BRIGHTON'S DOCTORAL GRADUATES

“
Doing my PhD was an amazing, eye-opening and precious journey of personal and professional growth and development. I am very glad I feel like my journey has not come to an end; it has only just begun.

PROFESSOR ANGELA WICHMANN
SERVICE MANAGEMENT PhD 2015

PROFESSOR, HOCHSCHULE FRESENIUS
UNIVERSITY OF APPLIED SCIENCES

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PROUD TO BE A GRADUATE
BRIGHTON'S TITANS

“
Critical thinking, solving complex issues, tapping into new fields, and coping with what feel like insurmountable challenges are attributes I developed during my PhD studies. The University of Brighton taught me to dare and be open to new ways of thinking.

DR SVEN MUEHLENBROCK
BUSINESS PhD 2017

PARTNER, HEAD OF RISK ADVISORY
KPMG LUXEMBOURG

University of Brighton

PROUD TO BE A GRADUATE
BRIGHTON'S TITANS

“
My time at the University of Brighton really prepared me to conquer the challenges of a fast-changing and dynamic world.

CARMEN NIBIGIRA
TRAVEL MANAGEMENT BA(HONS) 2009

REGIONAL COORDINATOR
EAST AFRICA TOURISM PLATFORM

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Challenges

- Cultural norms may affect alumni attitudes
- Age range
- Data capture
- How to prioritise? How to expand?
- Balancing autonomy and control
- Realistic budget and staffing
- How to measure impact?



Opportunities

- Relocated national alumni
- [Social media](#)
- Working through others
- Senior colleague engagement
- [External collaboration](#)
- Parents of current students
- Alumni in residence
- Benchmarking



How to develop your strategy?

- Process of writing it
- Socialising it
- Getting it on the agenda at high enough level
- Testing?
- Sharing examples of best practice
- How to start?



Now its your turn! #1

- Think of 3 things you want to achieve through engaging with international alumni
- How do they fit with institutional goals?
- How do they fit with the needs, interests and giving potential of your alumni?
- How to measure results?



Now its your turn! #2

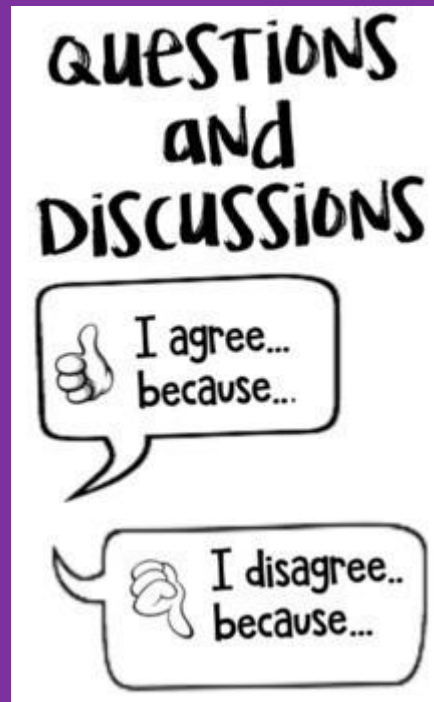


- How to deliver your 3 objectives? What do they look like?
- What do you need in place?
- Who to collaborate with?
- Who to make the ask to internal collaborators?
- Who to make the ask of your alumni?
- What challenges might you face? How can you counter these?

Each team to present their findings to the wider group!



Questions and discussion



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