

# Strategy for International Alumni

Workshop by Carolyn Weaver

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# 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

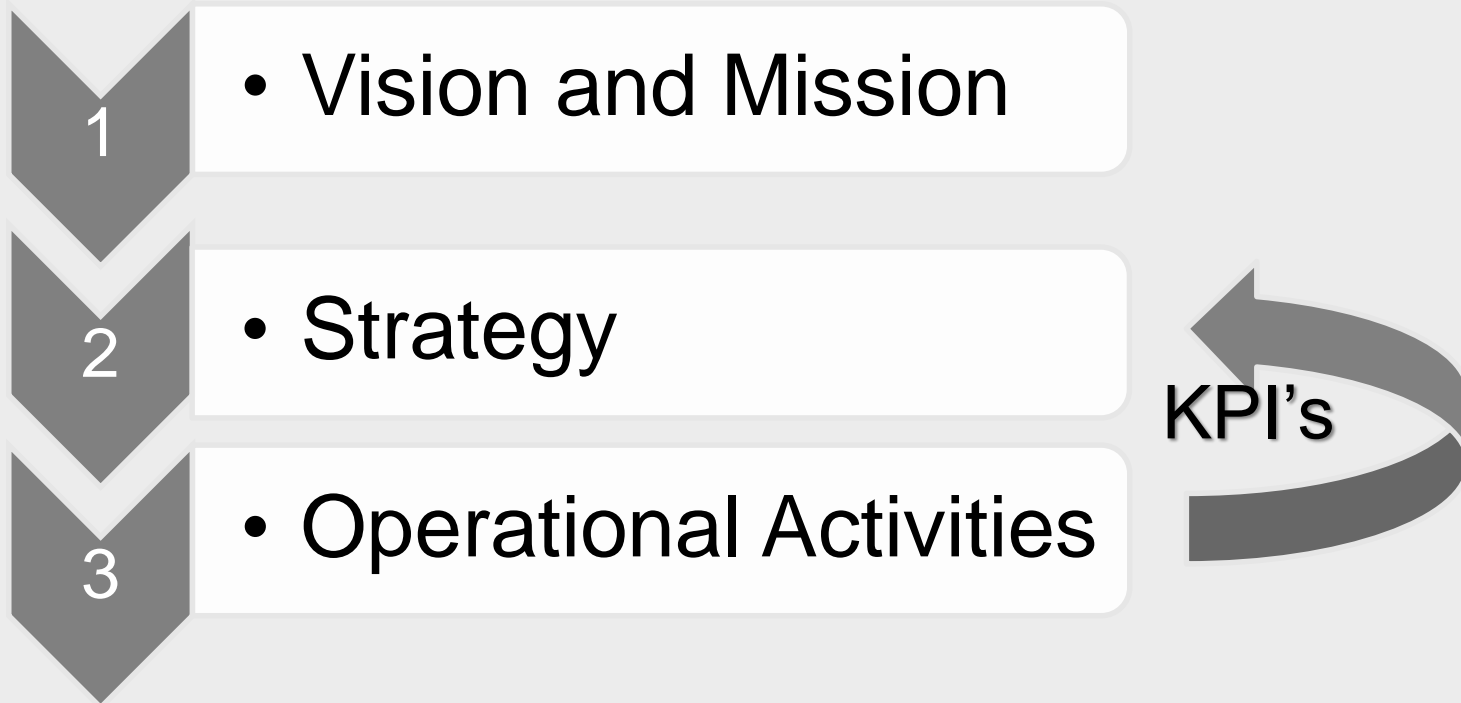
## Operational Effectiveness:

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



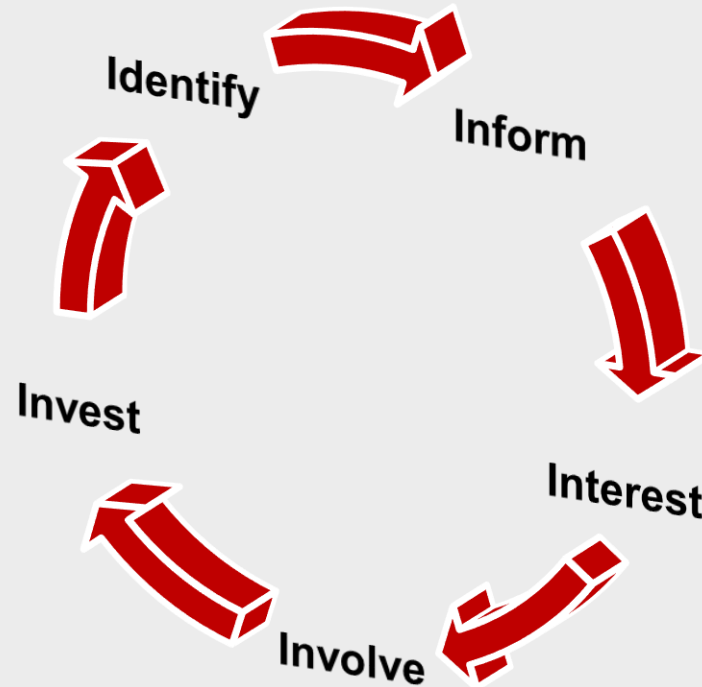
Describe your institutions operational activities as the start for your alumni strategy in small groups. Define in 5 keywords your Alumni strategy

# 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

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# Alumni strategy

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# 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 your 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