

# The Hidden Potential of Engaging International Alumni



Hand in Hand into the Future  
International Alumni Relations  
Conference  
Medical University of Gdańsk, Poland  
March 10th, 2021

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# Agenda



- ✓ Higher education's challenges
- ✓ Why should IHE include alumni as strategic partners?
- ✓ Building blocks for an alumni engagement strategy
- ✓ LEARN model
- ✓ Benefits of collaboration
- ✓ Takeaways
- ✓ Resources

# Higher Education's Challenges



- ✓ Tight governmental & institutional budgets
- ✓ Changing student demographics
- ✓ Need to show societal impact
- ✓ Uncertain future: COVID-19...
- ✓ Technological disruption

Main sources

- <https://stat.gov.pl/en/topics/education/education/higher-education-and-its-finances-in-2019,2,13.html>
- <http://uis.unesco.org/en/country/pl>

# Demands on Higher Education to Internationalize



## Brand & Reputation

- ✓ Rankings
- ✓ International collaborations
- ✓ International research and publications

## Attract & retain talent

- ✓ Researchers
- ✓ Students
- ✓ Alumni

## Societal impact

- ✓ Educate global citizens for a knowledge economy
- ✓ Multicultural classroom
- ✓ International labor market

# International Alumni's Contribution

## Education

- ✓ Brand Ambassadors
- ✓ Advisors
- ✓ Mentors
- ✓ Recruiters
- ✓ Life-long learners

## Research

- ✓ PhD alumni
- ✓ Liaisons for partners universities
- ✓ Co-authors
- ✓ Recruiters
- ✓ Innovators

## Serving Society

- ✓ Volunteers
- ✓ Employers & Entrepreneurs
- ✓ Fundraisers
- ✓ Investors & Donors
- ✓ Global citizens

# Building Strategy to Support Internationalization



- ✓ Know institutional mission

- pillars and goals

- ✓ Collect data

- university, students, alumni, faculty and program

- ✓ Survey and interview

- internal stakeholders and alumni

- ✓ Match needs and interests

- both university, faculty, students, alumni

# Building Strategy to Support Internationalization

## ✓ Map

- Internal stakeholders
- International Alumni

## ✓ Create a road map

- Engagement program
- Communication plan

## ✓ Metrics

- KPI to show ROI
- Evaluate

## ✓ Budget

- Staff
- Activity Plan
- Tools

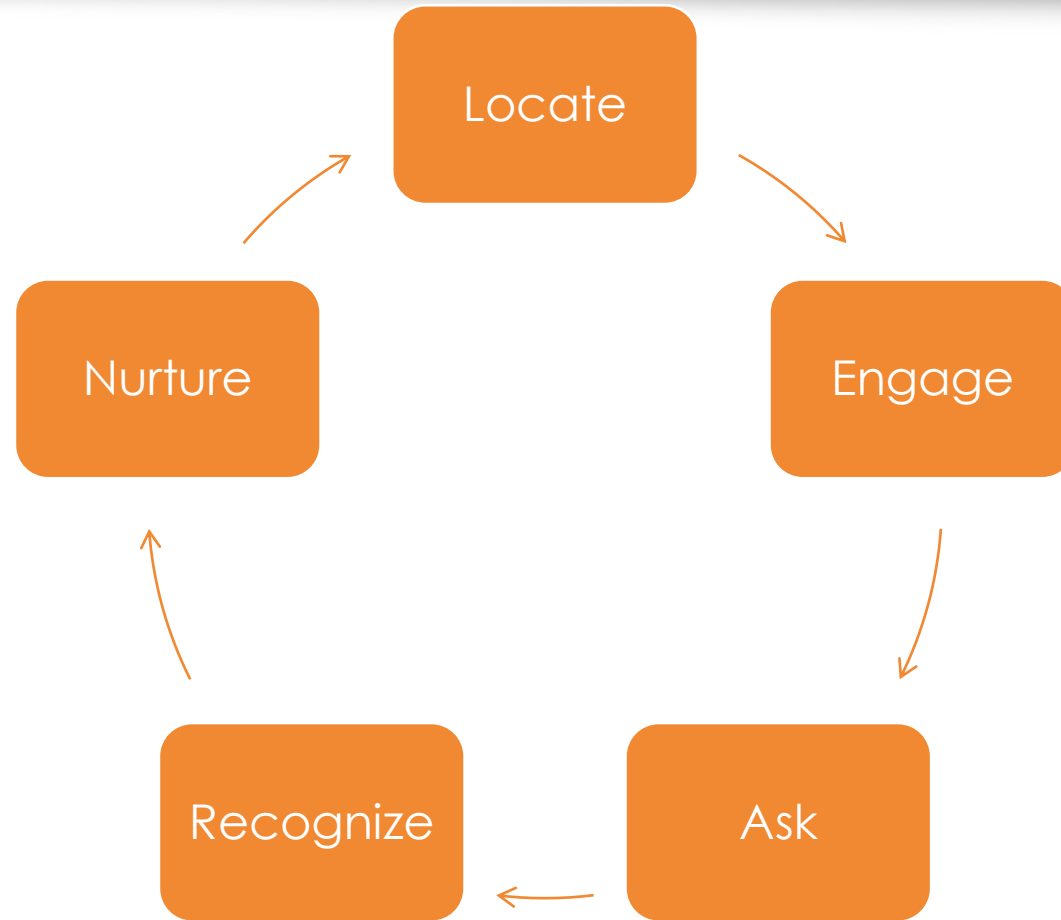
# LEARN Model



- ✓ **L**ocate international alumni
- ✓ **E**ngage them through intentional programming
- ✓ **A**sk them to serve as liaisons/ ambassadors/ advisers/ volunteers
- ✓ **R**ecognize their contributions and successes
- ✓ **N**urture continually a two-way engagement to meet needs & interests



# Continually Engaging



# Find External Partners

A larger & diverse network



Friends in high places



*Queen Máxima & Atilla Aytekin, TilburgU Alumn*

Elegant venues



*Palais de Hollande, Istanbul*

# Benefits of Collaboration



- ✓ Share budget, responsibilities, tasks, follow-ups
- ✓ New contacts & friendships
- ✓ Attracts new talent (students and academics)
- ✓ Connects with other universities and public & private sector
- ✓ Country branding, language, higher education
- ✓ Supports public diplomacy & global citizenship

# Takeaways: IAR requires....

Investment	Mutual Benefit	Stakeholders
✓ Long-term commitment	✓ What's in it for them?	✓ Various commitments
✓ Database	✓ Know their needs & preferences	✓ Diverse groups
✓ Plan		✓ Stay flexible & relevant
✓ Staff	✓ Networking & Knowledge	
✓ Budget		✓ Keep engaging & nurturing

# New Resources



**Podcast Series** for  
Professionals in Alumni  
Relations & Fundraising

<https://blog.hivebrite.com/introducing-brite-ideas-a-podcast-series-for-advancement-professionals>

March 2021



Book Title:  
**Engaging  
International Alumni  
as Strategic Partners**

Rincón & Dobson

NAFSA, May 2021



Article Title  
**Connecting to  
Global  
Opportunities**

Rincón & Gallo

EAIE's Forum  
Magazine

Summer, 2020



# Resources



- ✓ EAIE's Alumni Relations Expert Community: Coffee Hub  
<https://www.linkedin.com/groups/1876963/>
- ✓ May 2021: ICARE-Alumni: Nano course on developing strategy <https://icarealumni.com/>
- ✓ June 2 2021: NAFSA's International Alumni and Fundraising workshop  
[https://shop.nafsa.org/events/registration.aspx?event=21CTW\\_13](https://shop.nafsa.org/events/registration.aspx?event=21CTW_13)
- ✓ September 7-10 2021: <https://www.eaie.org/gothenburg.html>
- ✓ Council for Advancement and Support of Education:  
<https://www.case.org/conferences-training>

# Dziękuję Ci

*for your attention*

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