



Hand in Hand into the Future

International Alumni
Relations Conference
Medical University of
Gdańsk, Poland
March 10th, 2021

STARTING ALUMNI RELATIONS FROM SCRATCH: A WITNESS STATEMENT

JAN GEERTS – ALUMNI RELATIONS ADVISOR

THE HAGUE
UNIVERSITY OF
APPLIED SCIENCES

MAIN CAMPUS
Johanna Westerdijkplein 75
2521 EN The Hague

CAMPUS DELFT
Rotterdamseweg 137
2628 AL Delft

ZUIDERPARK SPORTS CAMPUS
Meester P. Droogleever Fortuynweg 22
2533 SR The Hague

CAMPUS ZOETERMEER
Bleiswijkseweg 37
2712 BP Zoetermeer



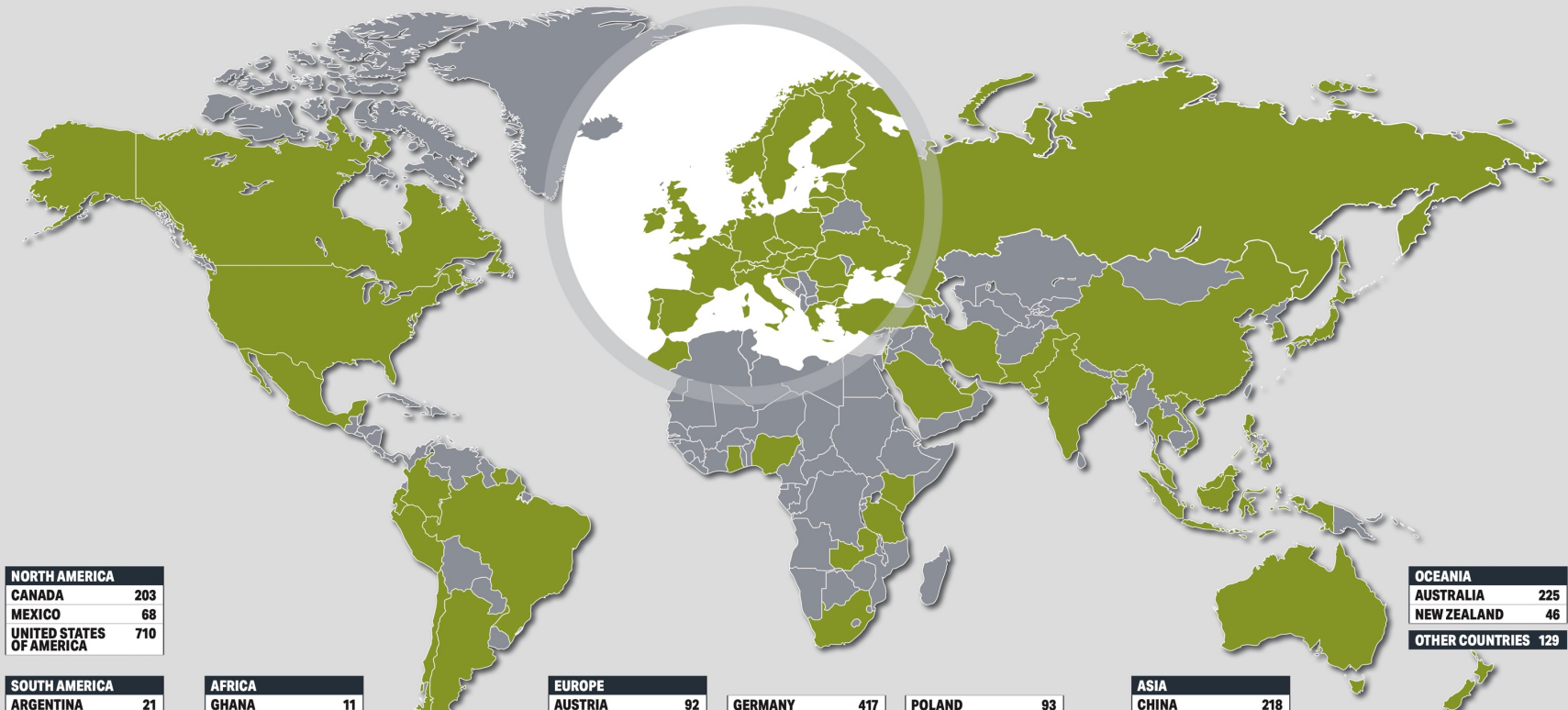
THE HAGUE
UNIVERSITY OF
APPLIED SCIENCES



About THUAS...

- university of applied sciences
- established in 1987
- merger of 15 institutions
- 50 bachelors + post-bachelor education
- 4 campuses in 3 cities
- 26,000 students / 85,000 alumni
- 140 nationalities
- 300 exchange partners from more than 50 countries
- Highly international profile

THUAS alumni around the world - 2019



NORTH AMERICA	
CANADA	203
MEXICO	68
UNITED STATES OF AMERICA	710

SOUTH AMERICA	
ARGENTINA	21
BRAZIL	176
CHILE	18
COLOMBIA	40
DUTCH CARIBBEAN	161
ECUADOR	12
PERU	31
SURINAME	78

AFRICA	
GHANA	11
MOROCCO	18
NIGERIA	17
KENYA	11
SOUTH AFRICA	41
TANZANIA	11
ZAMBIA	10

EUROPE	
AUSTRIA	92
BELGIUM	327
BULGARIA	155
CROATIA	14
CYPRUS	12
CZECH REPUBLIC	95
DENMARK	69
ESTONIA	28
FINLAND	124
FRANCE	580
GEORGIA	10

GERMANY	417
GREECE	89
HUNGARY	44
IRELAND	67
ITALY	124
LATVIA	36
LITHUANIA	29
LUXEMBOURG	62
MALTA	21
NETHERLANDS	73288
NORWAY	72

POLAND	93
PORTUGAL	91
ROMANIA	72
RUSSIA	43
SLOVAKIA	53
SPAIN	375
SWEDEN	139
SWITZERLAND	151
TURKEY	138
UKRAINE	10
UNITED KINGDOM	578

ASIA	
CHINA	218
INDIA	48
INDONESIA	198
IRAN	11
ISRAEL	13
JAPAN	13
MALAYSIA	21
PAKISTAN	21
PHILIPPINES	16
QATAR	23

OCEANIA	
AUSTRALIA	225
NEW ZEALAND	46
OTHER COUNTRIES	129

SAUDI ARABIA	10
SINGAPORE	55
SOUTH KOREA	38
THAILAND	53
UNITED ARAB EMIRATES	97
VIETNAM	60

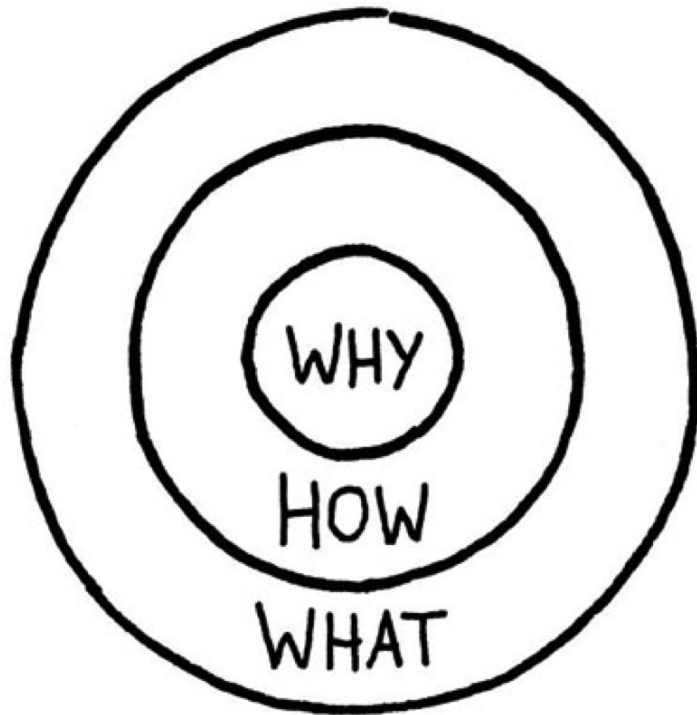
November 2019

STAY IN TOUCH

www.thehagueuniversity.com/alumni

THE HAGUE
UNIVERSITY OF
APPLIED SCIENCES

Where did my passion for AR started?



Where did my passion for AR started?





A lot of questions...

- # alumni in NL and abroad?
- Career path? Company? Position?
- # internships, jobs and guest lectures provided by alumni
- # alumni involved in research projects?
- feedback on curriculum?
- # alumni among staff?
- THUAS reputation among alumni?
- Willingness to give back?



Alumni relations at THUAS...



A blank page:

- No institution-wide policy
 - No central resources
 - No support or events for alumni
 - Outdated data in student administration
 - No cultivation of students into active alumni
-
- Just decentral, isolated initiatives
 - Difference in levels of maturity
 - Too dependent on enthusiastic individuals

60,000 alumni were being neglected for more than 30 years...



First steps...

- Search for expertise on AR (CASE / other universities)
- Search for fellow stakeholders / internal advocates
- Mutual agreement on WHY, HOW and WHAT
- Consultation of alumni (survey / interview, symposium)
- ‘Emergency’ paper -> Official assignment from the executive board
- 1st multiannual policy plan (5 years)
- Approval by the board (resources and commitment)



Important questions for us...

- What are our WHY, HOW and WHAT?
- Exclusive or inclusive approach?
- Ownership of data?
- Balance between central and decentral responsibilities?
- Time frame
- Resources
- Measuring results: when is it a success?



WHY: strategic goals THUAS

- 3 pillars: Global Citizenship, Internationalization, Networking
- Becoming the most international university of AS in NL by 2020
- Increase of new Dutch students (decline over the past years)
- Improvement of study success
- Focus on 4 specific research themes



Locate...

- Export of 60K records from student adm.
- Collecting alumni data from programmes
- Clean-up / deduplicate data
- Purchase of CRM system
- Outreach (LinkedIn, 30.000 connections)
- Update and enrich data
- Streamlining data collection upon graduation
- Identify promising students



Engage...

- Set up communication channels
- Digital birthday card
- Start talking about the institution: stimulate sense of pride and belonging
- Organize events: company visits, workshops, networking events, annual alumni day, sports...
- Virtual international chapters



Ask...

- Alumni as key note speakers
- Alumni as trainers
- Alumni as free consultants
- Alumni as job / internship suppliers
- Alumni as event organizers abroad
- Alumni as ambassadors (testimonials, fairs abroad, open days)

Dare to ask! People give back for different reasons...



Recognize...

- Congratulations on achievements
- Invite of former lecturers
(e.g. Maarten Sierhuis example)
- Exclusive invitation for special events
- (e.g. annual networking dinner)

Keep your volunteers informed and satisfied (aftersales). You can't do without them



Nurture...

- Measure
- Keep track of engagement

Engagement Pyramid

Actions

(6) Leads Others: Engaged becomes the engager; Focuses on training others; Easily confused with staff

Organising others, recruiting donors, serving on board

(5) Ongoing, Collaborative Actions: Major investments of time, money, and social capital often blur; your org/campaign = source of passion

Publishing about your campaign, public speaking, deep volunteer involvement

(4) Multi-Step Assignments / Actions representing significant contribution of time, money, or social capital

Joins group, attends event, makes large donation

(3) Single-step or straightforward actions with low risk / investment

Signs petition, makes one-time / small donation, shares content

(2) Agrees to receive info; Provides contact info or subscribes

Reading and watching your communications

(1) Interested in cause; aware of org/campaign: Learning more via friend, DD, media, social media

Visits website / soc media; attends an event



Sample Metrics

The contributions of leaders can not be measured by metrics alone, but you may have qual and quant benchmarks such as:

- # Group/community leaders
- # Recruited by leaders

- # Fundraising leaders
- # Lead volunteers
- # NVDA action-takers

- # Regular donors
- # Regular vols/activists
- # Content creators

- # One time donors
- # Petition signers
- # People sharing
- # Participating in volunteer welcome program

- # Email subscribers (active within last year)
- # FB/Twitter followers
- # People indicating they want to volunteer with you

- Website traffic
- Social mentions
- Media impressions
- Polling (awareness)



let's change
YOU. US. THE WORLD.