Connecting with International Alumni: Outreach and Branding

Enhancing Fundraising and Philanthropy in Higher Education Conference

Tuesday 8th February 2011
Westminster Studio, London SW1

Program Overview

- 15:15 – 15:30 – Building a Case for International Alumni Relations and Development
- 15:30 - 15:45 – Assessment, Communications, and Budgeting
- 15:45 - 16:00 - International Best Practices in Volunteer Management, Programming & Branding
- 16:00 – 16:15 - Open Discussion

Building a Case:

- Identify opportunities: know demographics and consider international requests in relation to strategic plans and institution's goals
- Investment (leadership, budget, staffing)
- Consider organizational models
- Sustain volunteer engagement through training and be aware of cultural nuances among alumni
- Involve internal and external partners, on campus and off
- Track and measure progress
- Embrace new communication tools but maintain others

Partnerships for International Alumni Relations

INTERNAL PARTNERSHIPS

- Faculty, current and emeriti
- Deans and Chancellor or President
- International students and scholars, full-time or part-time in special programs
- Alumni and development staff
- Admissions Offices
- Student Affairs units that influence recruitment and retention of international students and scholars
- Communications
- Support units for research, data management

EXTERNAL PARTNERSHIPS

- Parents – current and former
- Consulates, Chambers of Commerce, Government Agencies….
- Internationally-placed schools and campus units
- Foundations and other external sources of financing
- Media – Education editors
- Satellite Office staff
- Consortia
- Professional Associations
- Corporations

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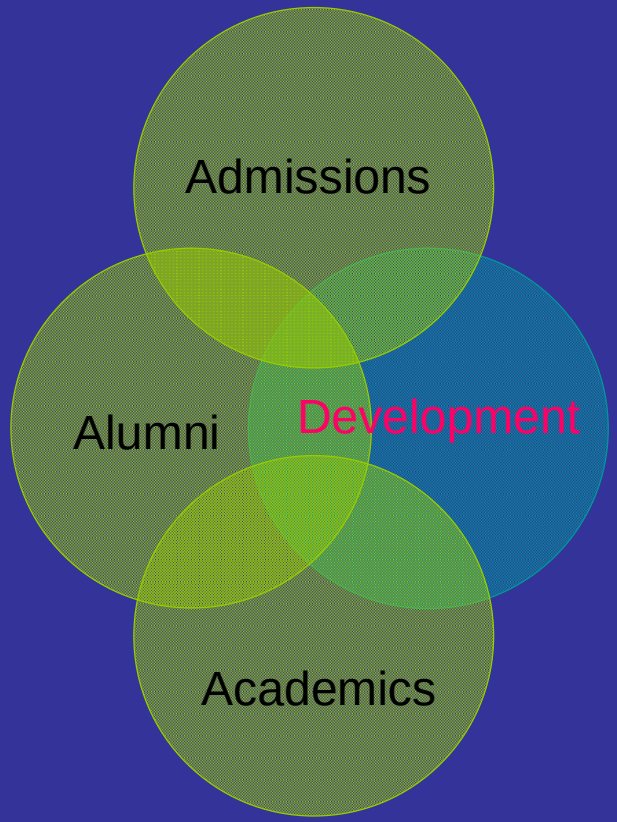
Assessment: Measuring Priorities and Success

- Why measurement is here to stay
- What to measure
- How to measure
- Benchmarking – internally, with peer groups – both domestic and international partners – enrolling in Benchmarking studies
- When do you measure and how long does assessment last? *An example from the UK*

Exercise: Using the 4 Pillars of Engagement to Assess Readiness



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Communications

- Traditional Forms
- Social Media
- E-newsletters
- Frequency
- Campaigns
- Bilingualism – ex: mirror web pages
- Recession & challenges

From: Dobson G. International alumni relations. In: Feudo J (ed.) Alumni Relations: a newcomers guide to success. 2nd edition. 2009. CASE.

Budget

Investing in International Fundraising

- Planning ahead – at least three FY cycles
- Fixed Costs to International Fundraising
- Variable Costs -- mostly travel and exchange rates
- Gift-in-kind…
  Uncover the local resources (e.g. catering contacts, hosts, business partners for co-sponsoring programs)

Volunteer Management

- Various Structures
- Formal vs. Informal (examples in Asia vs. the rest of the world)
- Staff-Driven and Management
- Volunteer-Driven and Management
- Regular Training and Campus Visits
- Impact of Technology on International Alumni Engagement and Building Community

Best Practices Across Europe

Confidentiality agreement concerning personal data on LSE alumni

- Between the London School of Economics, Office of Development and Alumni Relations and
- LSE alumni club of _____ (country or region)
- _____ Designated club representative
- I understand that our organisation is holding data on LSE alumni which has been or will be sent to us from the data base maintained by the Office of Development and Alumni Relations at LSE.
- This data is considered to be valuable property which I will safeguard. I agree that the sole purpose of this data is to expand the membership of our group and its activities and I agree to use this data only for this purpose. I agree not to use the data for any charitable fundraising, sales or marketing and I agree not to transfer any of this data to any commercial or non-commercial third party.
- I agree to make all officers, board members or other leaders of my group aware of this policy.
- I recognise the importance of a strong healthy central data base for LSE and I agree to help maintain the quality of the central LSE data base by encouraging alumni to email changes directly to the London office, by forwarding/faxing any dated correspondence concerning address changes, or by sending lists containing updates of addresses received since the last such communication.

Best Practices Across the U.S

Sponsoring High Caliber Events featuring Prominent Alumni – MIT's example:

A special London networking event for MIT Alumni

Whatever the stage of your career, whether it be early, middle, or late, there are fundamental shifts in the economy that are rapidly transforming the landscape. Join fellow MIT alumni for networking and a discussion by three alumni leaders in different industries giving us insights into their own personal career paths, significant moments along the way, and the ways in which they continue to meet the challenges facing them.

Panelists

- Pierre J. de Weck SM '76, Head of Global Asset Management, Deutsche Bank London AG
- Jonathan P. Moynihan SM '77, Executive Chairman, PA Consulting Group
- Artur P. Niemczewski PhD '95, CEO, Multinational,

Registration

Admission: £ 20 ($30USD), MIT10 (Classes of 1999-2008): £ 15 ($22USD)
Space is limited, register online today.
http://alum.mit.edu/learn/london
Questions: call +1.617.452.3373 or email alumnilearn@mit.edu

Generous support for this program has been provided by the PA Consulting Group

MIT ALUMNI

View from the Top: Perspectives from MIT Executives

22 JANUARY, 2009

MIT ALUMNI ASSOCIATION

http://alum.mit.edu/learn/london

Best Practices Across the U.S

Build Efficiencies by Partnering with Faculty – UCLA's example of a Travel Survey

UCLAAnderson alumni network

Exit this survey

Faculty Travel Survey (Q1, FY 09-10)

1. TRAVEL PLANS

The Offices of the Faculty Chair, the Dean, and Alumni Relations are working together to maximize the presence of our faculty members as you travel the world. This is a voluntary program in which we work with you to identify opportunities for you to connect with our alumni when you travel.

The Dean's office will award faculty participants $500 - $1000 to offset costs (on travel location) when we successfully coordinate an alumni event. More de two documents: (1) Faculty Alumni Outreach Policy and (2) Faculty Alumni Pr

Thank you for taking a few moments to answer the 6 questions below.

***1. Contact Information:**

Name

Email Address

2. Major Academic Conferences

Please specify the names and dates (if known) of the major annual/recu for your area(s) of academic expertise:

Accounting

Decisions, Operations & Technology Management

Finance

Global Economics and Management

HR and Organizational Behavior

Information Systems

Interdisciplinary Group in Behavioral Decision Making

Marketing

Policy

Other (please specify)

3. Domestic Travel

Please enter dates for any known travel to the following domestic destin

Boston

Chicago

Dallas

Denver

Hawaii

Las Vegas

New York

Orange County

Phoenix

Portland

San Diego

San Francisco Bay Area

Santa Barbara/ Ventura

Seattle

Washington D.C.

Other (please specify)

4. International Travel

Please enter dates for any known travel to the following international destinatic

Argentina

Brazil

Chile

China

France

India

Japan

Mexico

Singapore

Spain

Taiwan

U.K.

Other (please specify)

5. Please indicate below the languages (other than English) in which you are fluent and can present comfortably.

- ☐ Spanish
- ☐ French
- ☐ German
- ☐ Portuguese
- ☐ Japanese
- ☐ Korean
- ☐ Thai
- ☐ Cantonese
- ☐ Mandarin

Other (please specify)

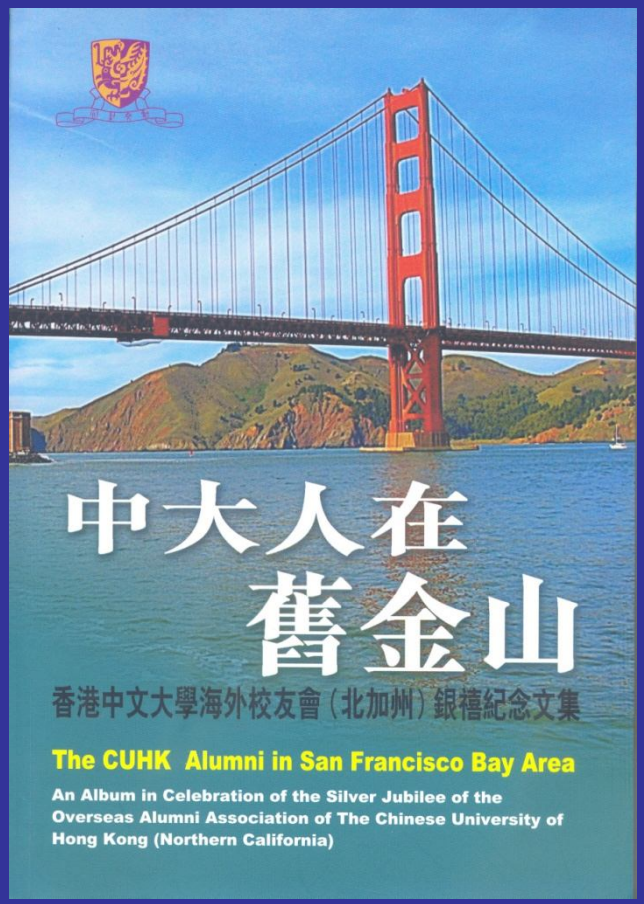
6. Comments/Remarks (Optional)

Thank you very much for taking the time to complete this survey.

Best Practices Across Asia

CUHK Alumni Book Series

- - "*Our New York Experience: Voices from the CUHK Alumni*" (2000)
- - "*The CUHK alumni in San Francisco Bay Area*" (2006)
- - "*Under the Rockies --- Life Stories of CUHK Alumni in Calgary*" (2008)
- - "*Along the Shores of Lake Ontario --- CUHK Alumni in Toronto*" (2009)
- - "*CUHK Alumni in Southern California*" (2009)
- - "*Cherry Blossom Memories --- CUHK Alumni in Japan*" (2009)



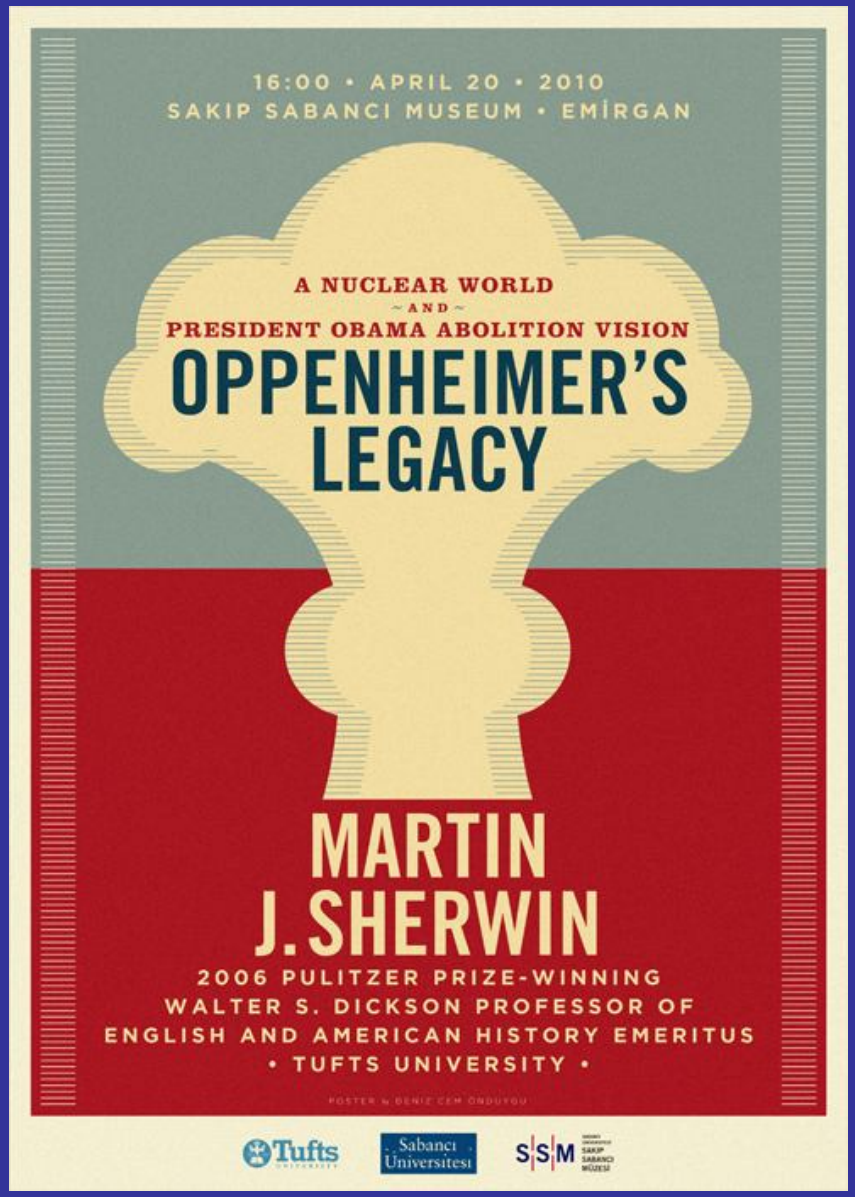
Best Practices Across Asia

United World College Southeast Asia's Mentoring Program between Students and Former Students

- **Organized by Country**
- **Only available to students and registered alumni**
- **Easy to implement**

Designed to provide a link between alumni and current IB students who desire information about colleges abroad

On Branding…
Take a Big Idea,
a Big Name
and
Collaborate
with an
Invested
Partner



Develop Themes: Capital Campaigns & Special Anniversaries

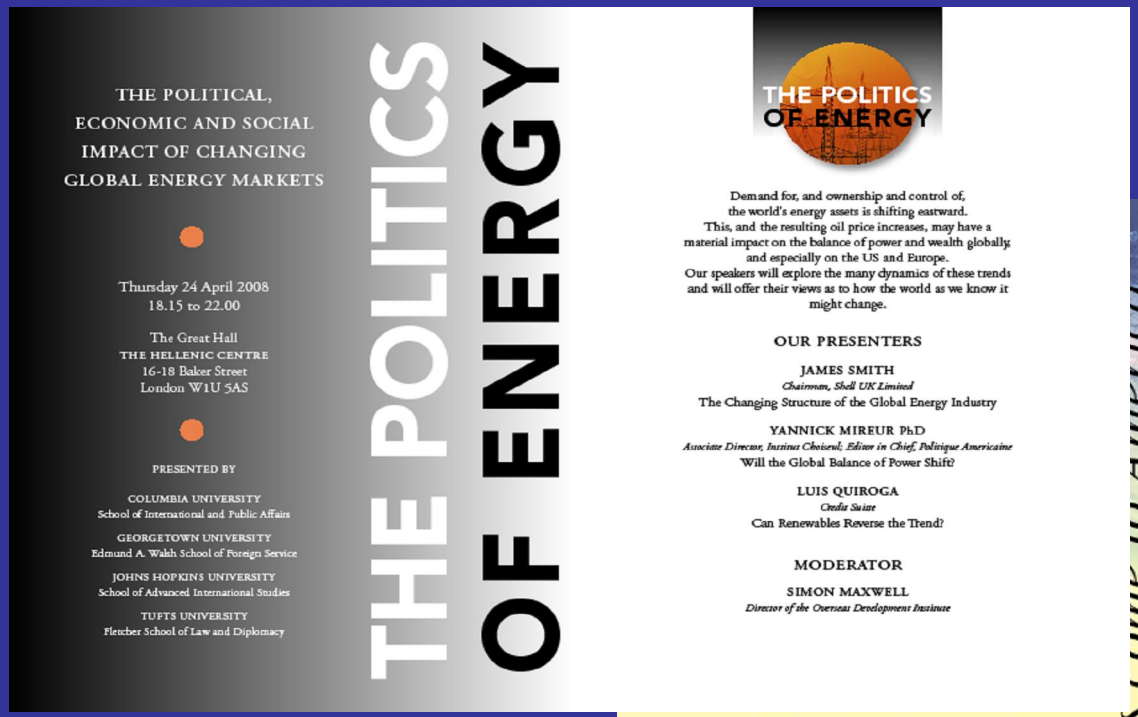
Celebrating 150th Anniversary at Tufts

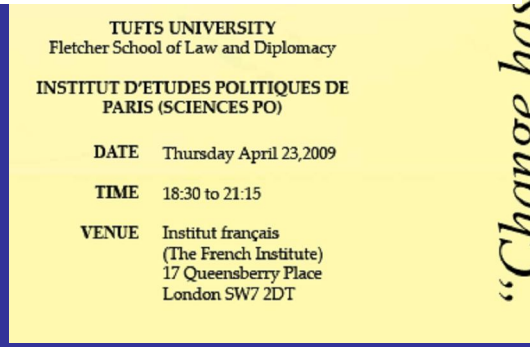
150 Years

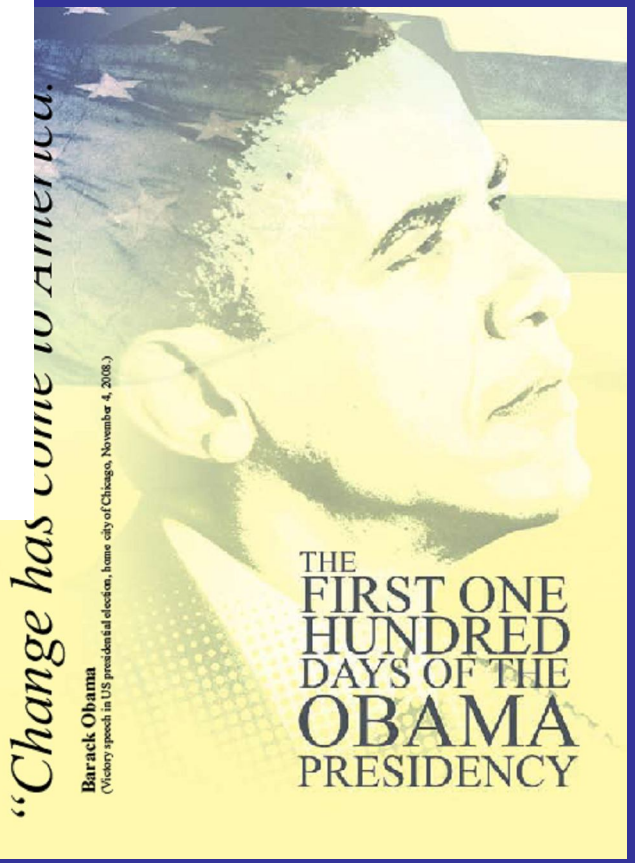
150 Acts of Active Citizenship

http://tuftsalumni.org/events-reunions/one-hundred-fifty-acts-of-active-citizenship/

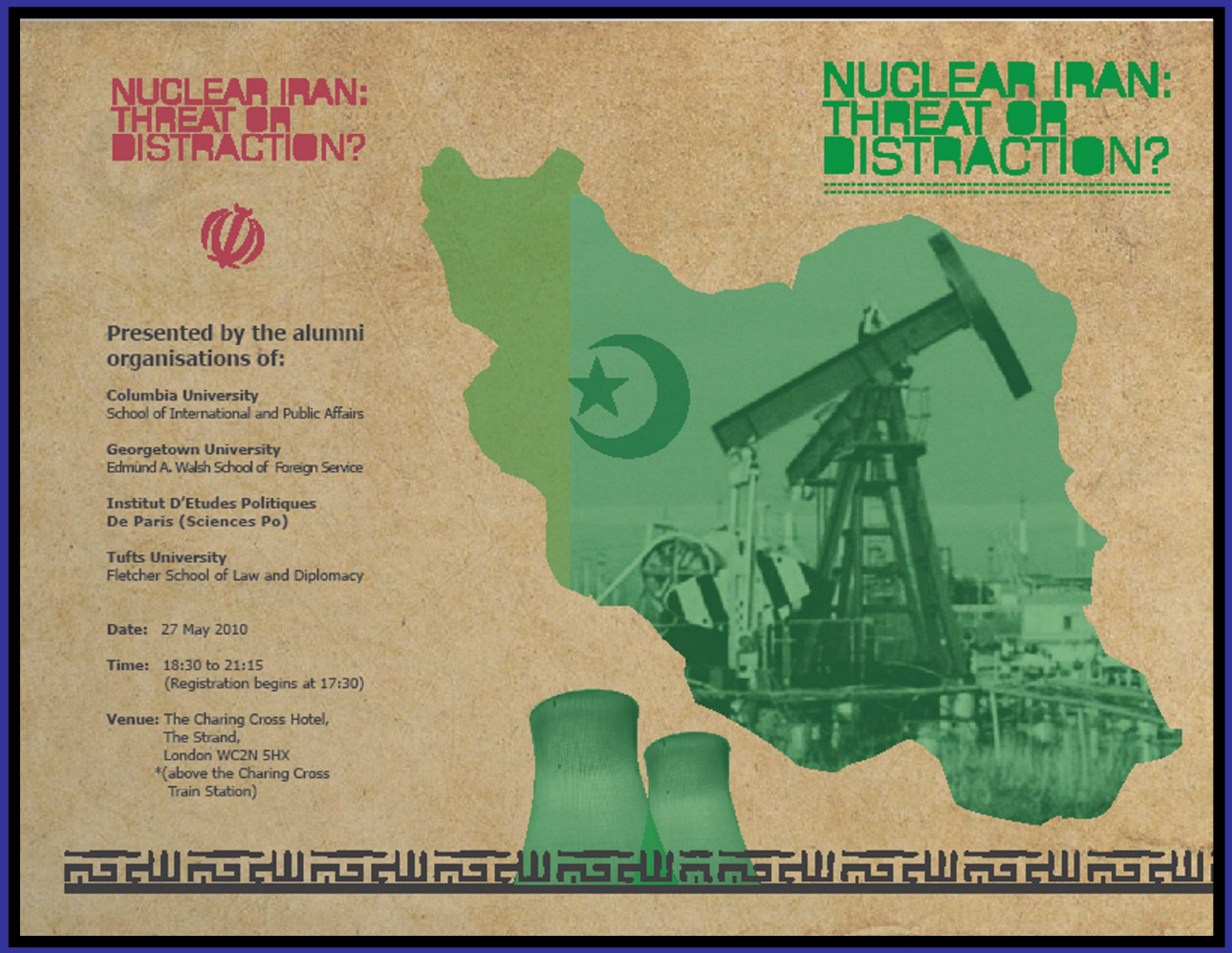
Leveraging Your Brand (and others!)







2010 Program: Today's hot topic



Thank You and Good Luck!!

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