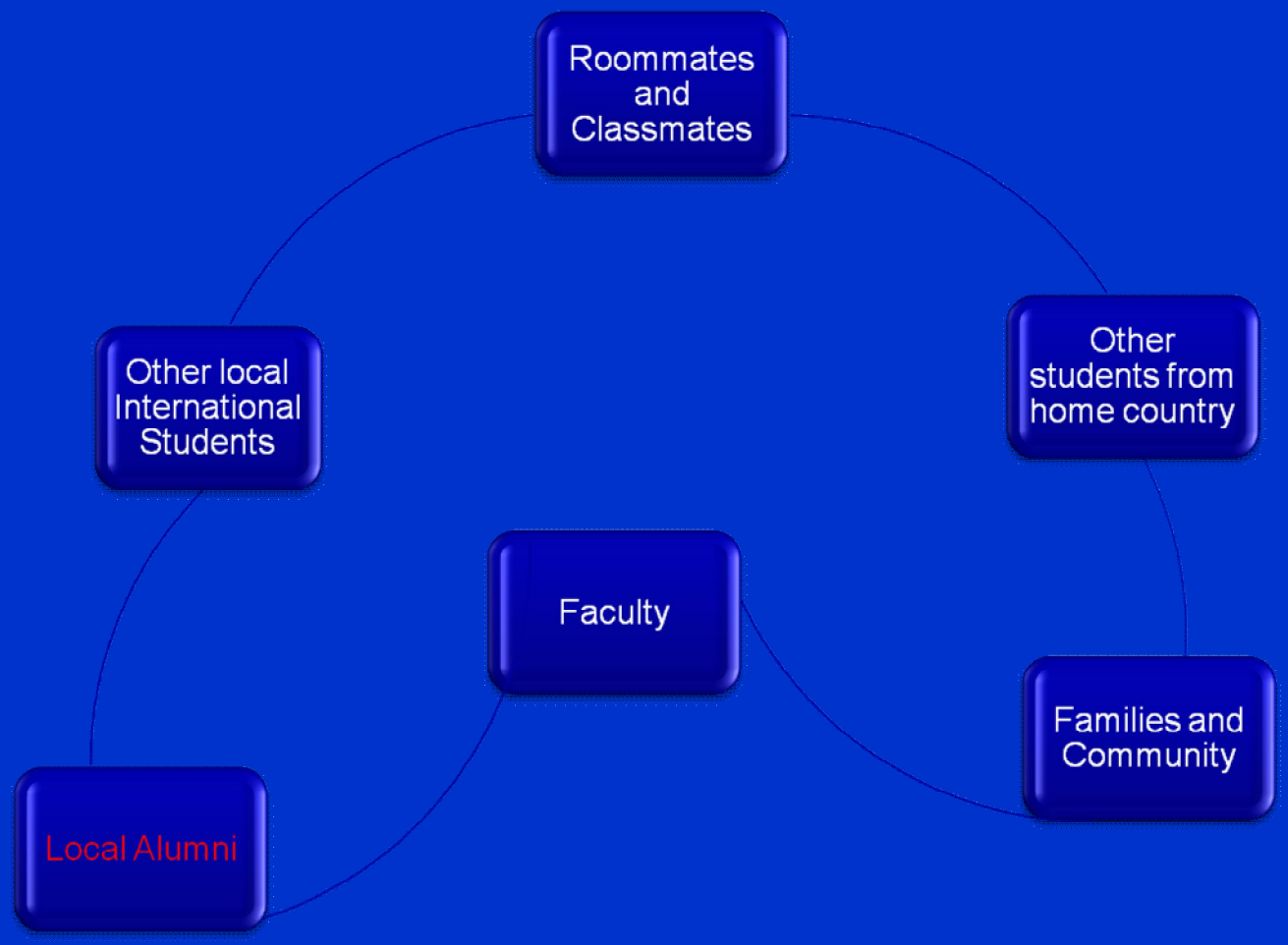
New Developments: Building International Student-Alumni Relationships

Gretchen Dobson --- Tufts University
January 17, 2012 --- London, UK

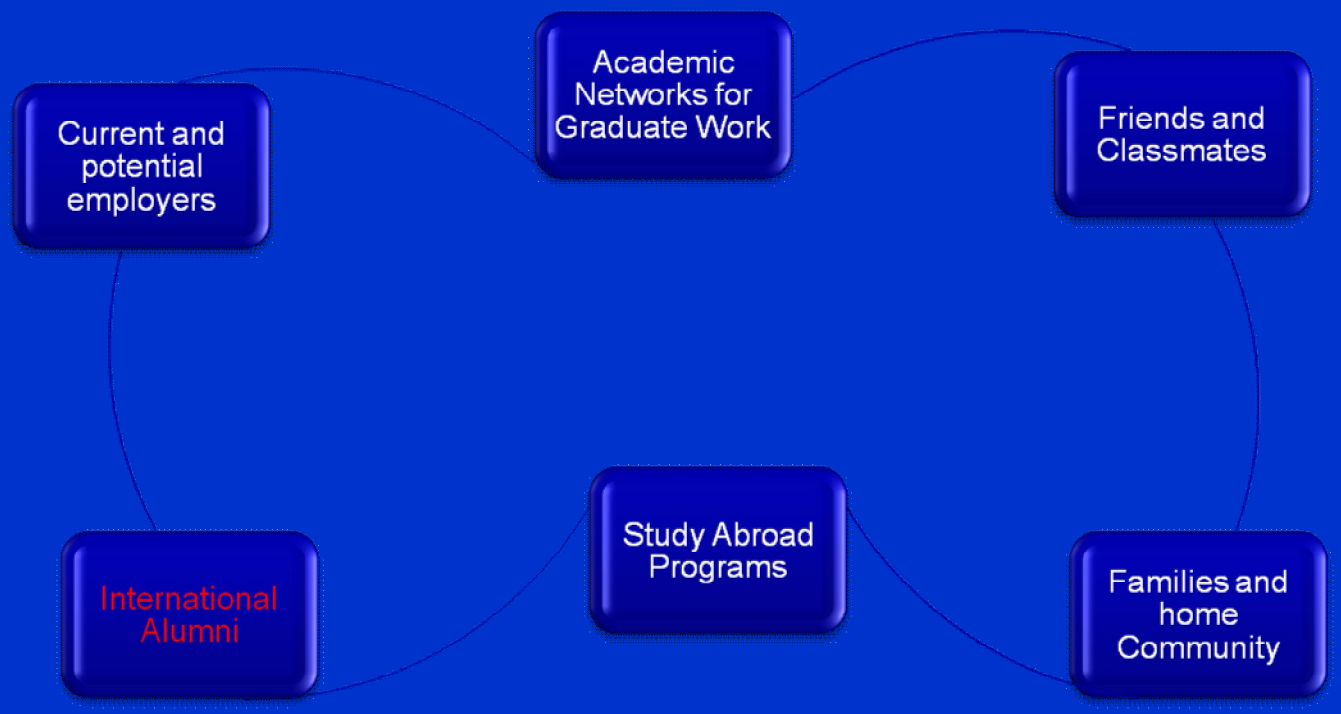
The “Alumni Network”

- Diverse
- Resourceful
- Exclusive
- Transactional
- Expertise
- Internal - or – External
- Domestic – or - International
- Lifelong, Lasting, Valuable……

Networks for International Students – on Campus and in the Community



Networks for International Students - off campus and abroad



Relationships with Alumni Begin at the Applicant Stage

International Alumni Admissions Programs can:

- Introduce students to alumni serving as college fair representatives
- Qualify students as “fit” for admission through an interview process co-coordinated by alumni and admissions staffs
- Help network accepted students and families to institution and student body from the region- (Host “Send-Off” and holiday events)
- Attract alumni to volunteer for time-sensitive roles and give them opportunity to be marketers for your institution

Important!! Don’t forget the relationships with admissions counselors

-- Should be developed and cultivated*; image and rankings may be important!*

Lifecycle of Alumni

Current International Students

Young Alumni & New Professionals (relocating often)

Mid-Career with And w/o families

Career Achievers or Changing Careers Prospective Parents and Empty Nesters

Retired and Potentially Active

Prospective International Students and Families

Alumni Communities #1:
Local & International Alumni Chapters

Local Chapters

- Create community
- Support institutional goals of globalism and diversity
- Host international students to holiday celebrations
- Co-sponsor on-campus events promoting world affairs and/or cultural celebrations
- Learn valuable professional and personal networking skills from students Collaborate and build scale

International Chapters

- Create Community
- Support institutional goals of globalism and diversity
- Host international students and families during holiday breaks
- Sponsor internship programs
- Offer volunteer opportunities
- Invite international students to share their experience (social media)
- Recruit future members to join international alumni chapter

Alumni Communities #2
Alumni Shared Interest Groups

Invite participation between student and alumni on and off campus (even across borders!)

Tufts Entertainment, Arts and Media Network (TEAM)

Tufts Financial Network

Tufts Lawyers Association

Tufts Journalism Society

Black Alumni Association

Success Stories:

International Student and Alumni Programming

Focus on Alumni Career Services

Example: Co-sponsor **information sessions hosted by alumni for students, ex-pats** studying or working abroad for short-term as well as **returning nationals**.

- Help ease what may be a stressful transition period.
- Opportunity for the alumni to learn from each other
- Expert facilitation – go beyond stories and information sharing -- what is shared has immediate relevance.

Example: International "Winternship" Week – Held between fall and spring terms or during a designated week, this week pairs students with local alumni hosts for 1-2 weeks of in-depth learning. Local alumni chapters will host events during this time.

Alumni Communities #3
Engaging Alumni Donors
Creating a Global Assistance Fund

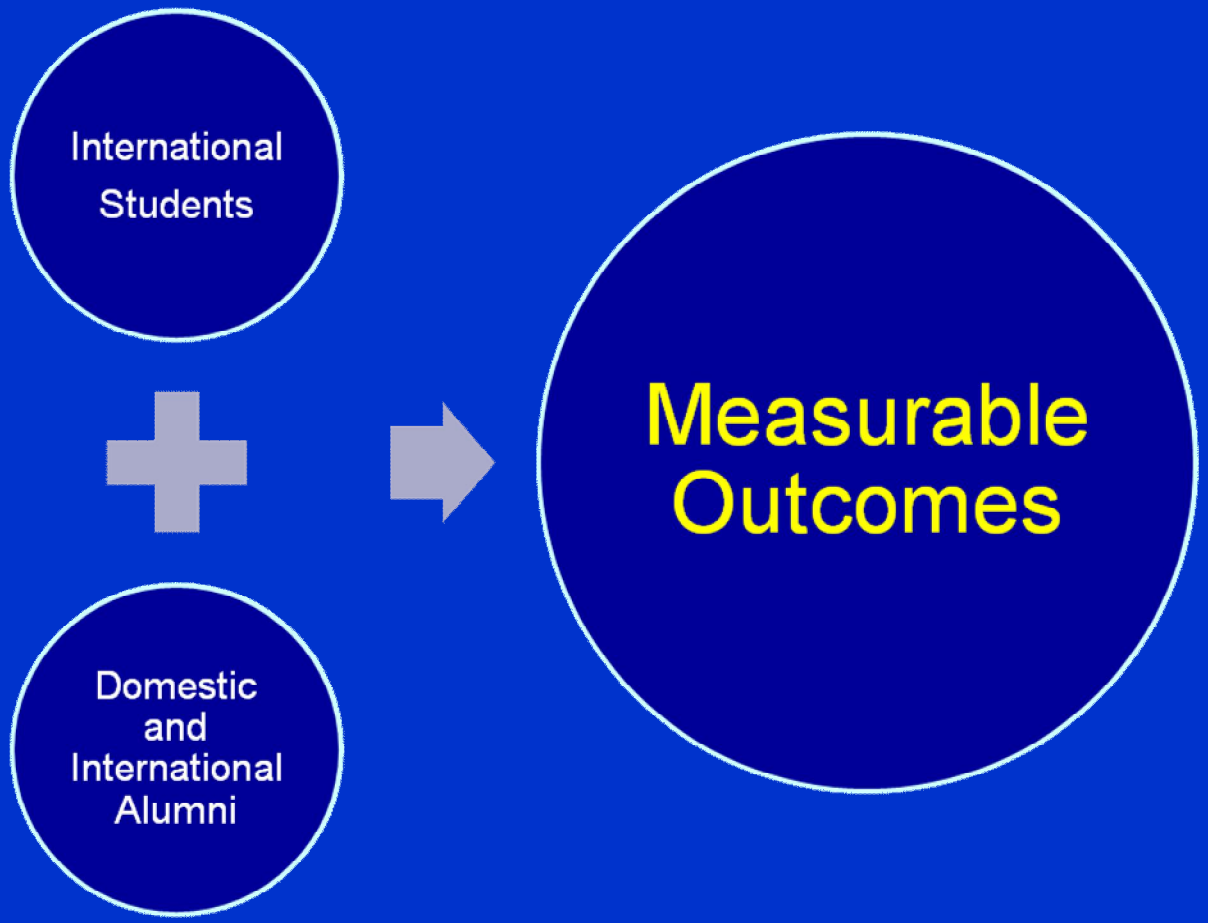
Bringing International Alumni and Students Together!

Development staffs can fundraise for short-term grants which afford alumni applicants:

- ✓ the opportunity to fulfill service projects abroad
- ✓ living stipends to teach in another country
- ✓ and even start-up funds to develop partnerships between alumni and students studying in their country.

Example: Business school students can spend a semester abroad working with an alumnus on an international business plan.

Focus on Outcomes and Experiences! Promote Added Value = Build Affinity and Support



Thank You & Good Luck!

Gretchen Dobson
Senior Associate Director
Domestic and International Programs
Tufts University
Medford, MA USA
gretchen.dobson@tufts.edu
+1-617-694-5515 mobile
+1-617-627-3964 direct work
www.tuftsalumni.org