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STRATEGIES AND BEST PRACTICE TO PROMOTE ALUMNI IN THE VET SECTOR

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What are the *motives* for engaging international VET alumni? What *value* does global alumni relations bring to education providers?

Branding

Reputation
Management

Recruitment

Employability

Public Diplomacy

Financial
Resources to
Sustain
Internationalisation

Assessing Readiness to Partner with International Alumni



A New Definition: *Transnational Alumni*

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New definition (Dobson, 2015) responds to the need for a more detailed understanding of alumni dynamics in an increasingly complex global mobility landscape.

- Alumni that conduct their personal and professional lives within two or more countries.
- There are several types of individuals who fit the definition of transnational alumni.
 - Those who studied at an institution in their home country but reside abroad.
 - Those who reside in the country where their alma mater is based, but who have had extensive experience abroad, ***including international diaspora***.
- Additionally, institutions may identify and track graduates of offshore, joint or double-degree programs as transnational alumni.

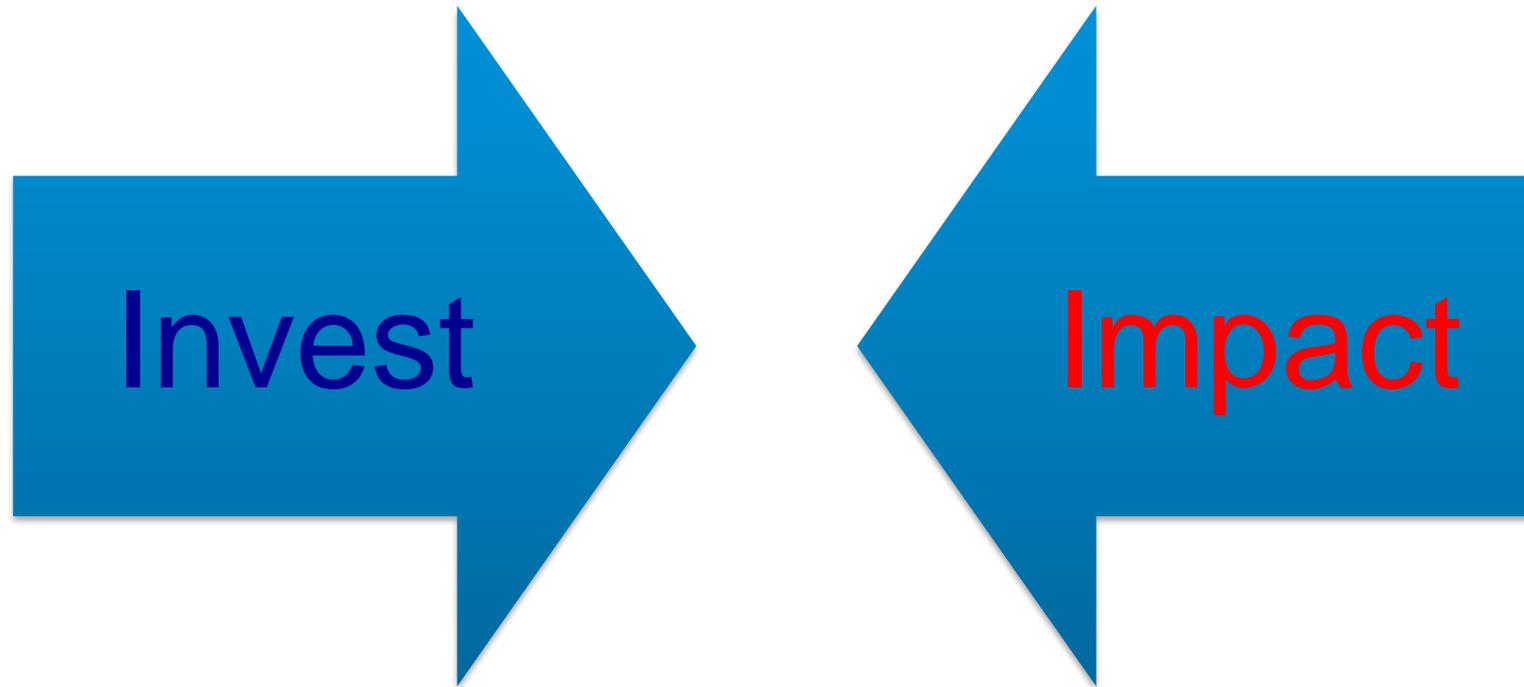
The 5 “I’s” of outreach and engagementSM

Identify

Invite

Inform

The 5 “I’s” of outreach and engagementSM



Thank You!

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