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ALUMNI RELATIONS: UNCOVERING INTERNATIONAL APPLICATION ACROSS STUDENT RECRUITMENT, BRAND MANAGEMENT AND INDUSTRY ENGAGEMENT

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Who are Global Alumni?

- Any internationally-located alumni, including:
 - Student who came from abroad to study in a new country
 - Domestic students who relocated after graduation



- **Connect** alumni to each other and to Australia
- **Mobilise** engagement with alumni
- **Celebrate** the achievements of alumni and their two way links with Australia

- **Alumni** are a central piece in developing, sustaining and growing pillar two *‘making transformative partnerships’*.
- **Nations** (institutions and individuals) who successfully engage will have richly established organisational and personal relationships (trust) that drive future business.

Defines the culture of success to include:

- **Anticipation**
- **Reciprocation**
- **Innovation**
- **Collaboration**

- Educational and professional experiences are key foreign policy elements identified in the paper.
- **Monitoring and evaluation** of alumni experiences (beyond the individual) can drive and influence application processes for future programs to enhance relational outcomes from government, business and institutions.

- Alumni journeys are not linear
- Institutions compete with multiple affiliations
- We keep asking “What is the value proposition of engagement?”
- Integration and complement to the development role

Generalizations which hold for America, Australia, the UK and elsewhere (with very few notable exceptions)

- Distant alumni are largely 'lost'
- Ownership of alumni is often 'disputed'
- Little agreement about why alumni matter
- Uncertainty about what alumni need/want
- Questions about what alumni can/will do
- Insecurity regarding making an ask
- Institutional inertia and conflict avoidance

- Enlightened (sophisticated) data collation
- Research-led and informed engagement
- Transformational programming (means to further ends)
- Whole of institution approach
- Global organic networks outside the institution

Why are Global Alumni Important?

- **Powerful brand ambassadors:**
 - Fundraising
 - Recruitment (Brand awareness)
 - Student and graduate employment opportunities (the network)
- A resource you **already have.**

Our Research

- 1,000 surveyed, 103 respondents overall
- Representing US post-secondary institutions
- All involved in:
 - Development
 - Admissions
 - International affairs
 - Or alumni management



Source: <https://info.intead.com/global-alumni-management>

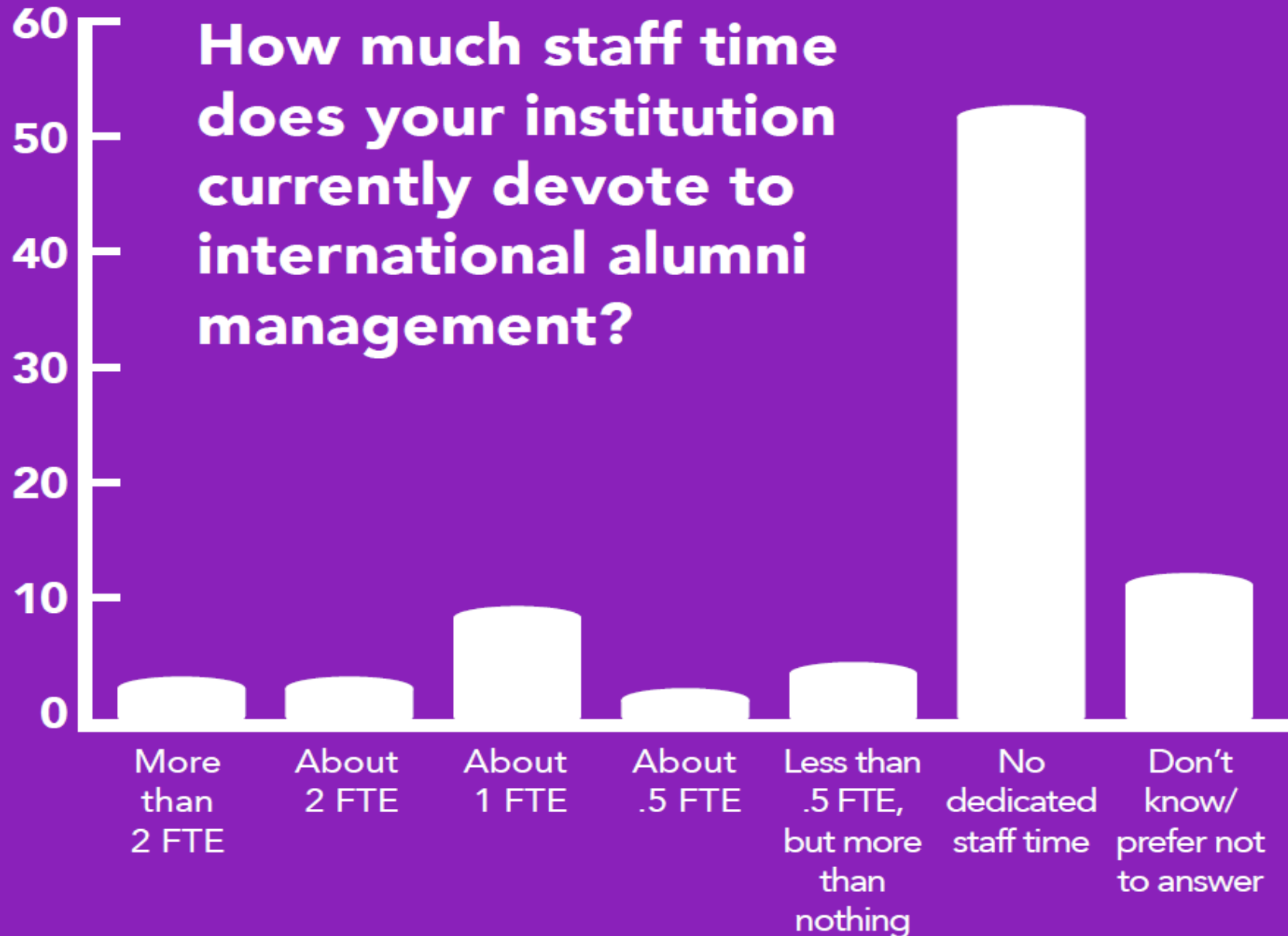
We asked about:

- Your current practices
- How you rate consistency and effectiveness
- Your headaches
- Does your internal team value your work



Current Practice

How much staff time does your institution currently devote to international alumni management?



Number of cities

- Working in 5+ or more international cities
33%
- Working in <5 international cities
19%
- **Not managing global alumni at all**
27%



Frequency of contact

- Once or twice a year 23%
- A few times per month 7%
- A few times per week 10%
- Never 11%
- Don't know/prefer not to answer 19%

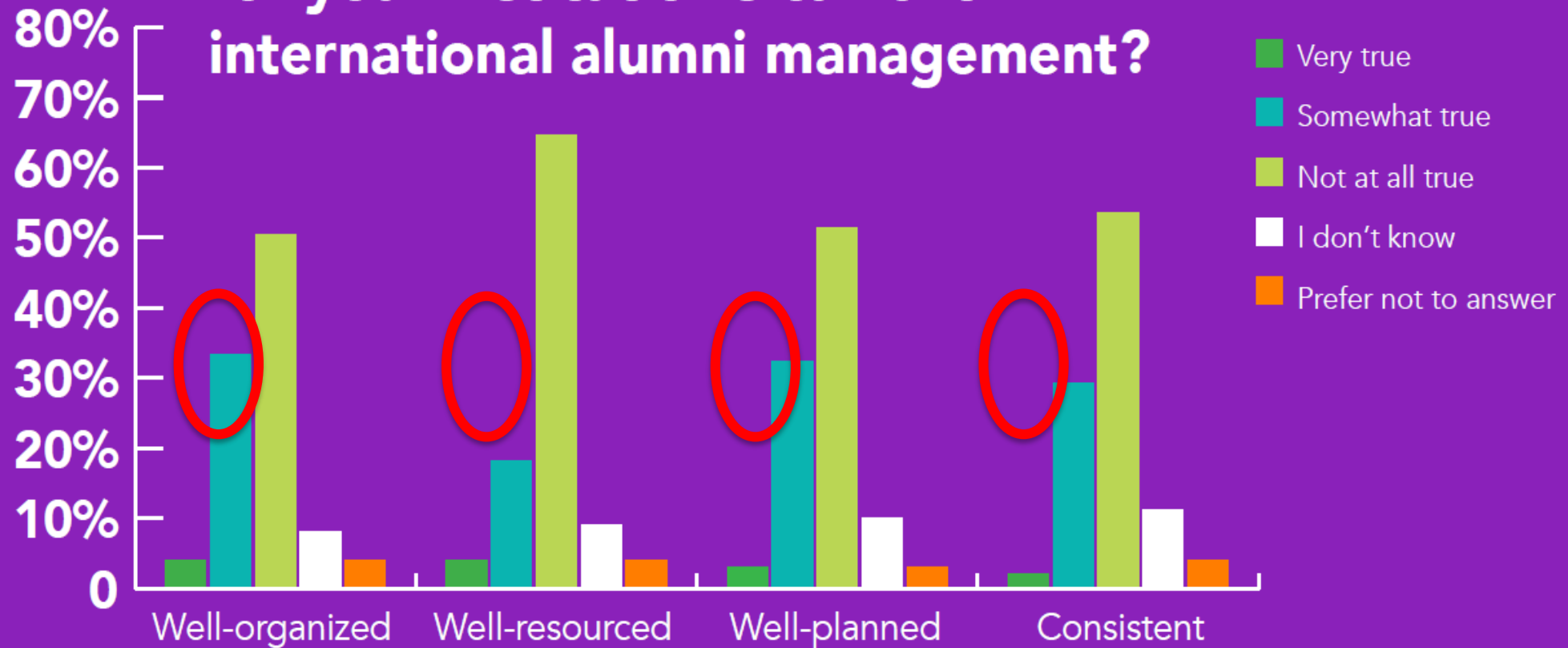
Online or in-person?

- Not managing at all 27%
- Don't know/prefer not to answer 9%
- Online only 22%
- In-person only 4%
- A combination 38%



How's it working?

How true are these descriptions for your institution's current international alumni management?



The Headaches

- Data Management Challenges
- Lack of Resources
- Lack of Internal Support

Asked about top 3 impediments to growth in this area...

49% of respondents included either:

- *We don't track our international alumni*
or
- *CRM difficulties (no CRM system in place, poorly managed CRM, etc.)*

“No historic effort has been made to ensure we enter data correctly (according to the address systems of their country), or to keep [student’s] information updated.”

Remember:

- 59% have **no** dedicated staffing for this.
- 38% respondents identified **insufficient money** as one of their top 3 impediments
- 51% said the same of **insufficient time**

“Do you think that you get the internal leadership support that you need to effectively run an international alumni program?”

67% say NO

Fixes?

Top 3: *With an extra \$24k, what would you do?*

- International events and staff travel 32%
- More staff 25%
- Enhancements to CRM 8%



So... what do we do?

#1: Pay Attention to Data

Output is only as good as input.

“You don’t know what you don’t know”

Embrace and Leverage a New Definition: *Transnational Alumni*

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A New Definition: *Transnational Alumni*

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.

Strategic Move: Identify and Engage “Other” International Alumni and Friends



- International undergraduates on study abroad
- International ESL students
- International Post-Docs (researchers, Fulbright)
- International faculty fellows
- International honorary degree recipients

Prepare for Non-Traditional Affinities (and create records in student/advance databases!)

- More international student exchange programs
- Undergraduate, graduate and executive education sponsored by more 2+ universities
- Int'l fellows/visiting faculty
- Distance learning
- MOOCs

Create an International Data Management Task Force

- ✓ Alumni
- ✓ Development
- ✓ Advancement Research
 - ✓ Info Technology
 - ✓ Careers/Employment
- ✓ Registrar/Enrollment Management
 - ✓ Recruitment

Leaders must Support this Notion International Alumni Relations is a **Shared Agenda**

- **Plan Together**
- **Budget Together**
- **Manage Expectations Together**
- **Cross-Training for International Officers**

CROSS TRAINING

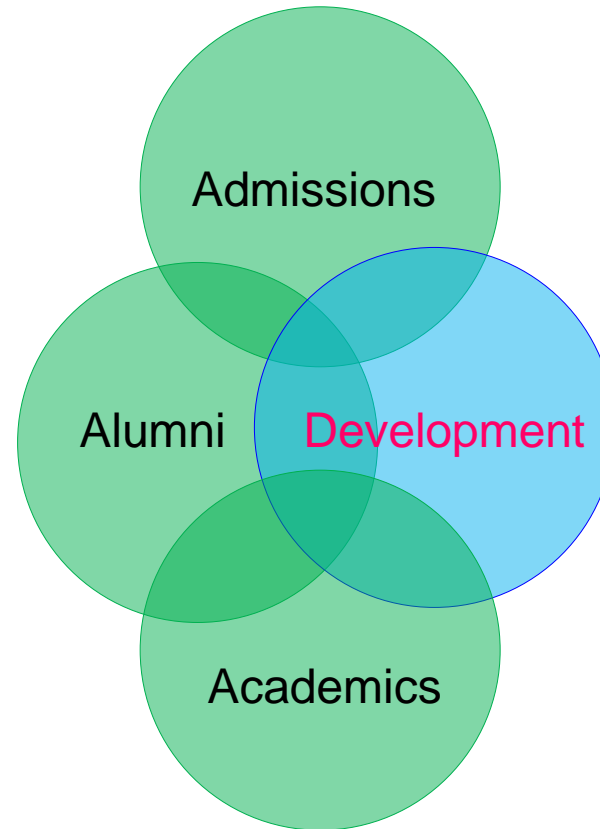


- Central and school-based alumni relations
- Admissions/Recruitment
 - Meet Counselors and Agents
- Parent/Family programs**
- Development
 - Alumni & Development Hybrid role

#3: Quality over Quantity

Choose **one** or **two** regions based on an assessment of demographics, academic interests and opportunity to sustain international activity

The 4 Pillars of Engagement



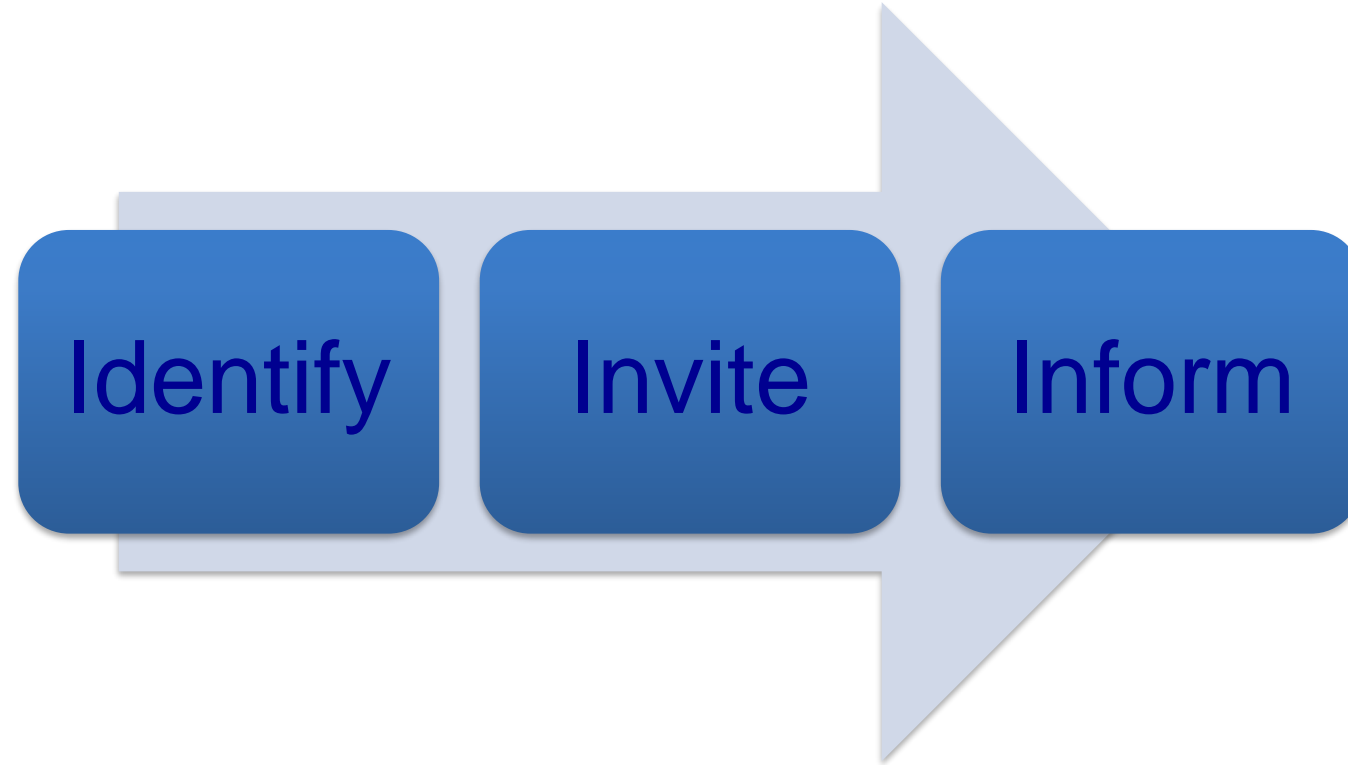
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#4: Invest in Alumni Volunteers

“Our Past is our Future”

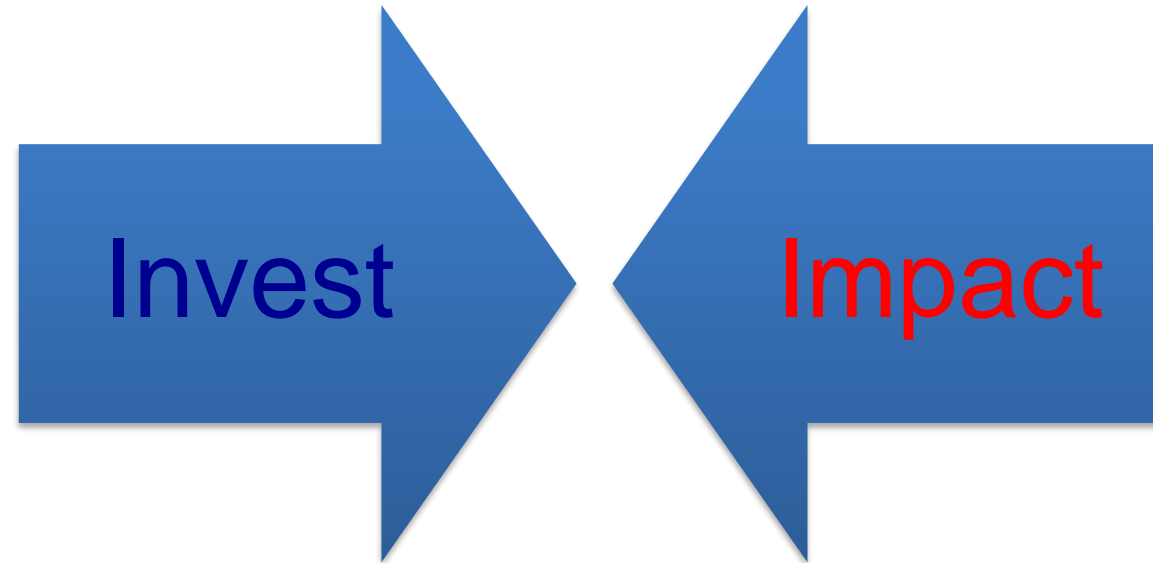
Goal: Sustainability
Opportunity: Alumni

The 5 “I’s” of Outreach and EngagementSM



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#5: At all Times, Demonstrate Value

Branding

Reputation
Management

Recruitment

Employability

Public Diplomacy

Financial
Resources to
Sustain
Internationalization

What does success look like?

- A campus/system wide culture of support for international priorities and advancement efforts.
- Engaged “ecosystem”: a collaborative network of volunteers, ranging from young alumni to top donors.
- Increased/diversified international student enrollment.
- Improved retention and graduation rates.
- Increased industry engagement, employability outcomes
- Multiple major gifts from alumni, parents, corporations, and foundations with a robust pipeline of prospects and annual donors to ensure future major gifts

In Closing...

*The Cost of Doing **Nothing**
is Greater than Doing
Something*

Thank You!

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