

MAKING THE CONNECTION: AUSTRALIA'S GLOBAL ALUMNI ENGAGEMENT

aiec MELBOURNE
19 October 2016

Ron Fairchild – Vice-President and Chief Advancement Officer
Deakin University

DEAKIN ALUMNI

- 220,000 alumni
- First alumni in 1977
- 24,000 international alumni from more than 100 countries
- Engagement Program is focused on creating opportunities for Deakin to have a relationship with our alumni and be involved in all stages of their life:
 - Life-long learning initiatives
 - Alumni communities –chapters and networks
 - Networking and career progression
 - Volunteering –Advisory Boards, mentoring, ambassadors
 - Reward and recognition programs
 - Philanthropy

THE THREE PILLAR STRATEGY



INTERNAL COLLABORATION

The Alumni Strategy is built upon a university-wide collaborative and integrated approach.



RELATIONSHIP BUILDING

Relationship building recognises the differences within our alumni cohorts and should commence at the beginning of the student lifecycle. This is a reciprocal relationship.

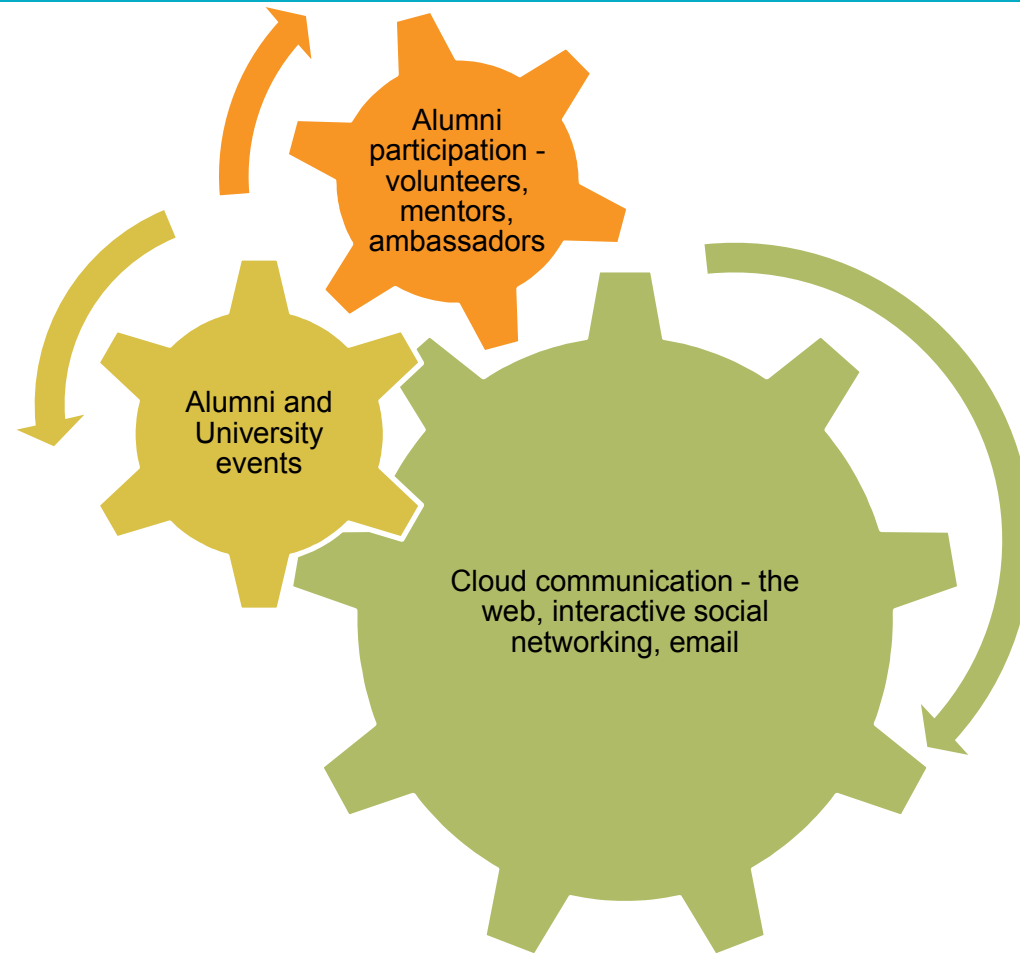


RESEARCH AND REVIEW

The alumni strategy is based upon global best practice, on-going and active evaluation, with established metrics.



LEVERAGING DIFFERENT APPROACHES



FACTORS AT PLAY

- The student experience
- Stage of life
- An openness to be engaged
- Relevance and perceived value
- A relationship with mutual benefit

MATTERS FOR CONSIDERATION: GOVERNMENT, UNIVERSITIES AND INDUSTRY ENGAGEMENT

- Being coordinated and collaborative is critical
- Potential for information overload - disengagement
- Must clearly sell the value
- Data sharing - clear rules of engagement