MAKING THE CONNECTION: AUSTRALIA’S GLOBAL ALUMNI ENGAGEMENT

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19 October 2016
• 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:
  o Life-long learning initiatives
  o Alumni communities – chapters and networks
  o Networking and career progression
  o Volunteering – Advisory Boards, mentoring, ambassadors
  o Reward and recognition programs
  o 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

Cloud communication - the web, interactive social networking, email

Alumni and University events

Alumni participation - volunteers, mentors, ambassadors
FACTORS AT PLAY

• The student experience
• Stage of life
• An openness to be engaged
• Relevance and perceived value
• A relationship with mutual benefit
• Being coordinated and collaborative is critical
• Potential for information overload - disengagement
• Must clearly sell the value
• Data sharing - clear rules of engagement