STRATEGIES AND BEST PRACTICE TO PROMOTE ALUMNI IN THE VET SECTOR

Jen Bahen, TAFE Directors Australia, Director, International Education
Gretchen Dobson, EdD, President, Global Alumni Relations and Managing Director Australia, Academic Assembly, Inc.
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

- Leadership Support
- Resources
- Staffing
- Volunteers
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.
The 5 “I’s” of outreach and engagement

Identify  Invite  Inform
The 5 “I’s” of outreach and engagement®
Thank You!

For more information please contact:
Gretchen Dobson, EdD
President, Global Alumni Relations
Academic Assembly, Inc.
Gretchen.Dobson@AademicAssembly.com
+1-617-694-5515 (US/Global)
+61-424-251-969 (AUS)