

2010 APAIE ANNUAL CONFERENCE

International Alumni: Experiences, Attitudes, and Engagement

Housekeeping

A brief conceptual overview

Purpose and policy context of the survey

Brief comments on methodology and execution

A synopsis of key results

Perspectives and outlook

Discussion

- Around 40 minutes for the presentations and 20 minutes for discussion
- The presentation is available on ICG's website at www.illuminategroup.com, and will be posted on the APAIE website
- The report *New Zealand Alumni Survey Experiences, Attitudes and Engagement*, can be accessed in an electronic format at www.educationcounts.govt.nz/publications/international/58121/1, or through a link from the ICG website (homepage, October 2009 newsticker)

- **Who deals with international alumni?**
- **What kind of institution are you representing?**
- **Does your institution have a (proficient) international alumni network?**
- **Does your institutional have a forward looking strategy?**
- **What is your hoped for learning experience?**

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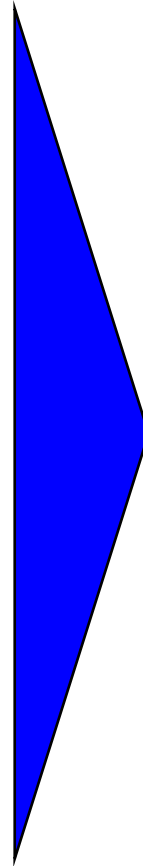
Perspectives and outlook

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DRIVERS FOR INTERNATIONAL ALUMNI NETWORKS VIS-A-VIS INTERNATIONALIZING THE INSTITUTION

Drivers for International Alumni Networks

- International recruitment
- Technology diffusion
- Self-organizing micro-support models
- Global brand leverage
- Placement
- Institutional efforts (sometimes)

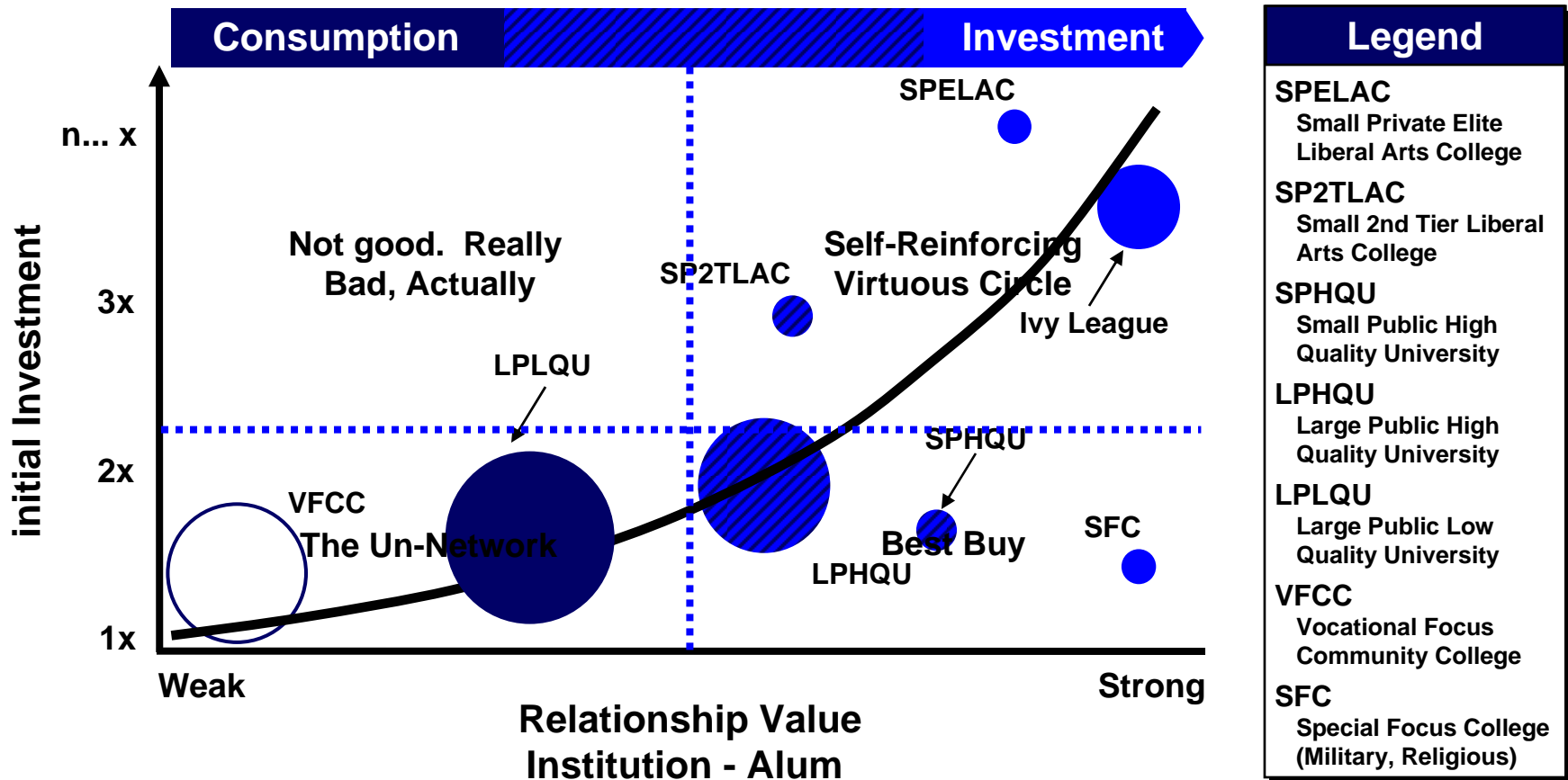


Internationalization of the Institution

- Population composition
- Linkages (personal, structural, systematic)
- Perspectives, styles, and concepts
- Shifting experiences
- Strategic development
- Competition

MUTUAL RELATIONSHIP VALUE

Four Relationship Value Segments Have Emerged



Note: The initial investment scale is based on a quasi-log model and refers to a first degree (job market entry). The graphic is schematic.
 Source: ICG.

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Presentation from New Zealand Ministry of Education.

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- **Sponsored by the Ministry of Education**
- **Jointly executed with New Zealand's eight universities**
- **Online survey of alumni around the world (not residing in New Zealand)**
- **Four key areas investigated: Experiences, connection, communication, and engagement**
- **More than 3,400 alumni responses**
- **More than 320,000 data points**
- **Survey was published by the Ministry of Education**

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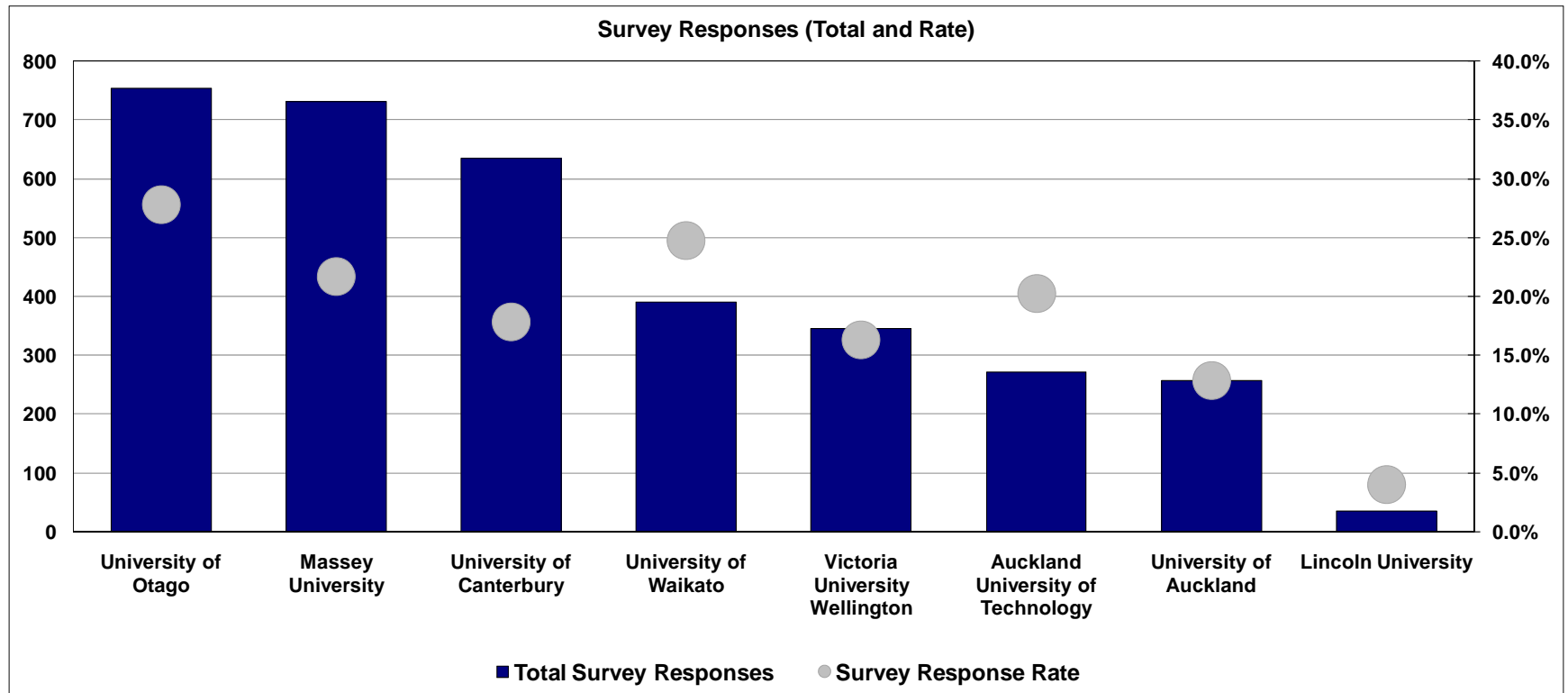
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- **Survey response statistics (demographics)**
- **Experiences**
- **Connection**
- **Communication**
- **Engagement**

SURVEY RESPONSE STATISTICS

3,417 Responses – 19.5% Response Rate

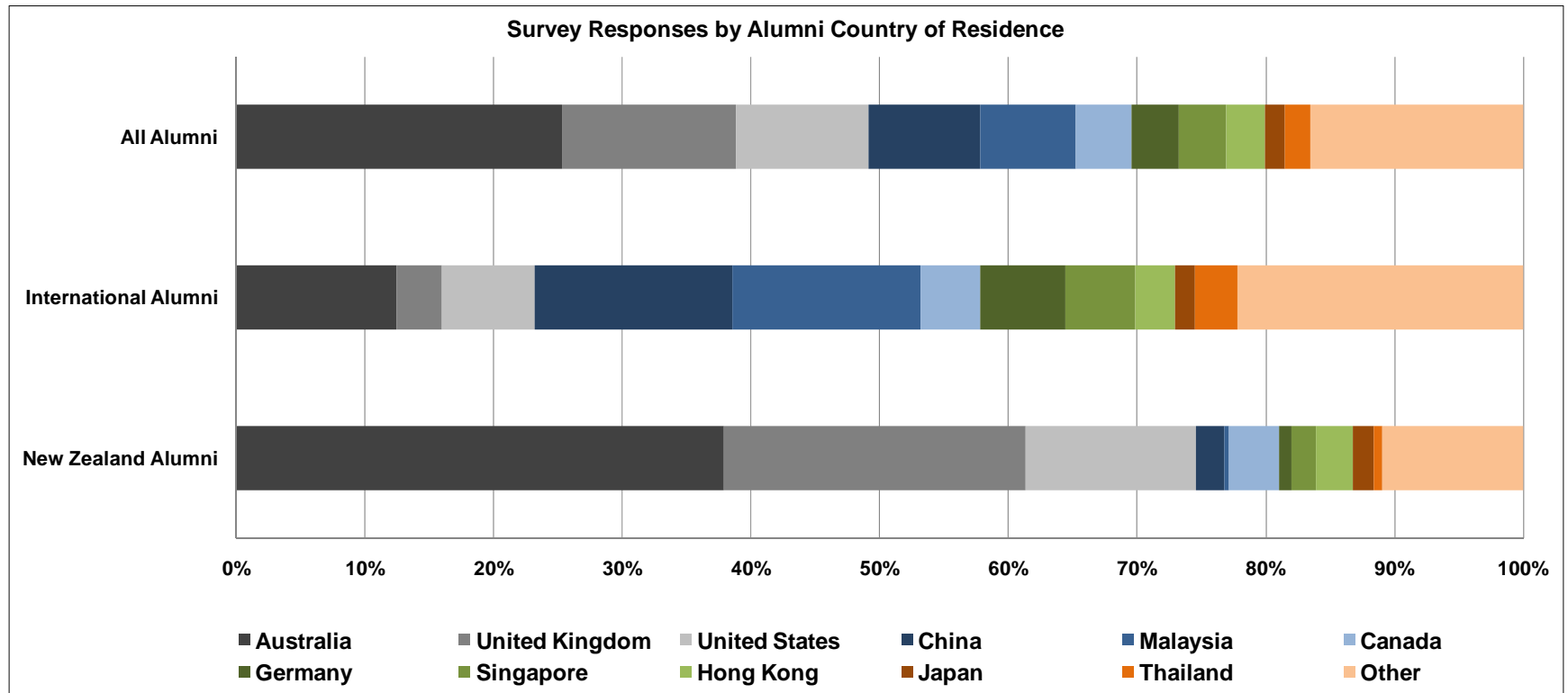


Differences in numbers and rates have varied reasons

Source: New Zealand International Alumni Survey, 2009.

SURVEY RESPONSE STATISTICS

NZ and International Alumni Differ by Country of Residence

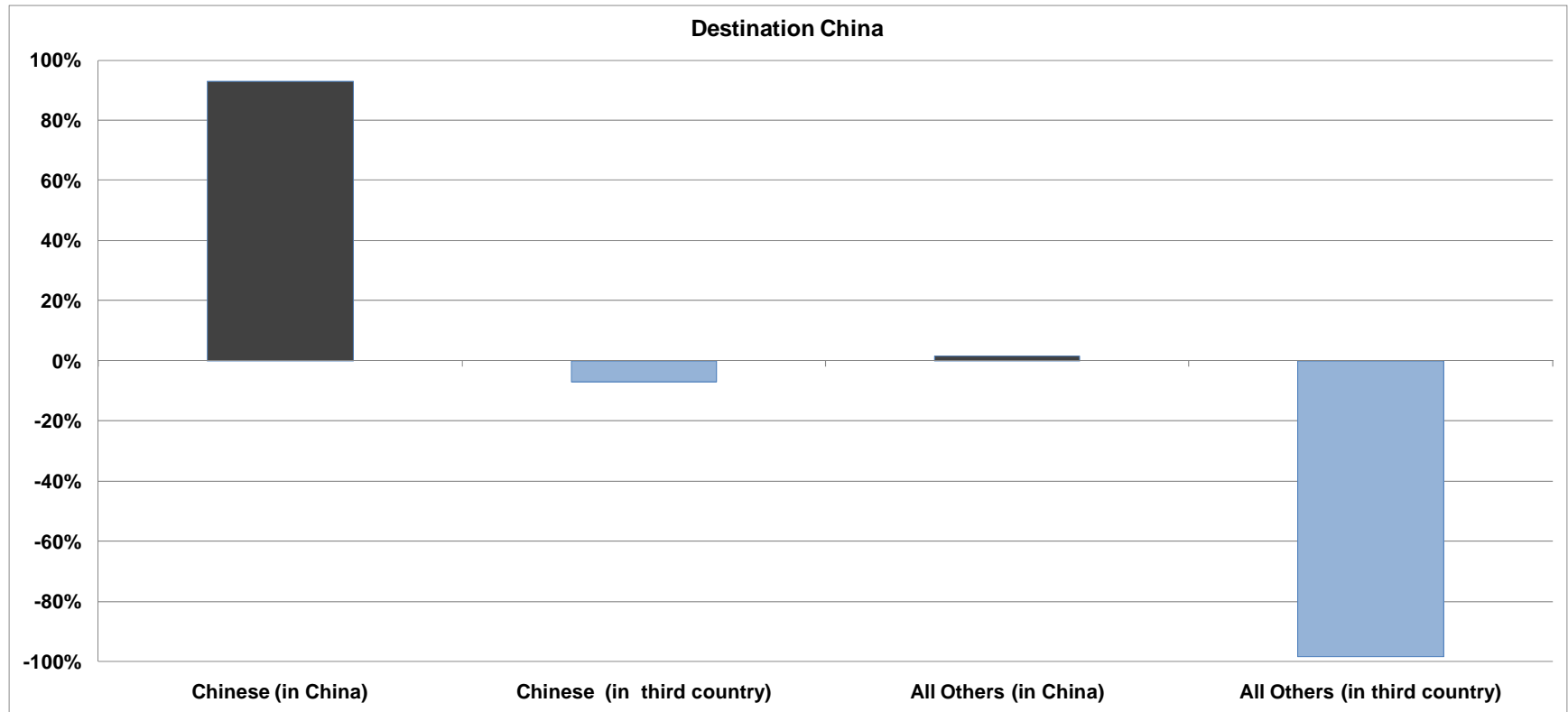


NZ alumni are much more likely to migrate to Anglo-Saxon countries

Source: New Zealand International Alumni Survey, 2009.

SURVEY RESPONSE STATISTICS

China Migration Dynamics

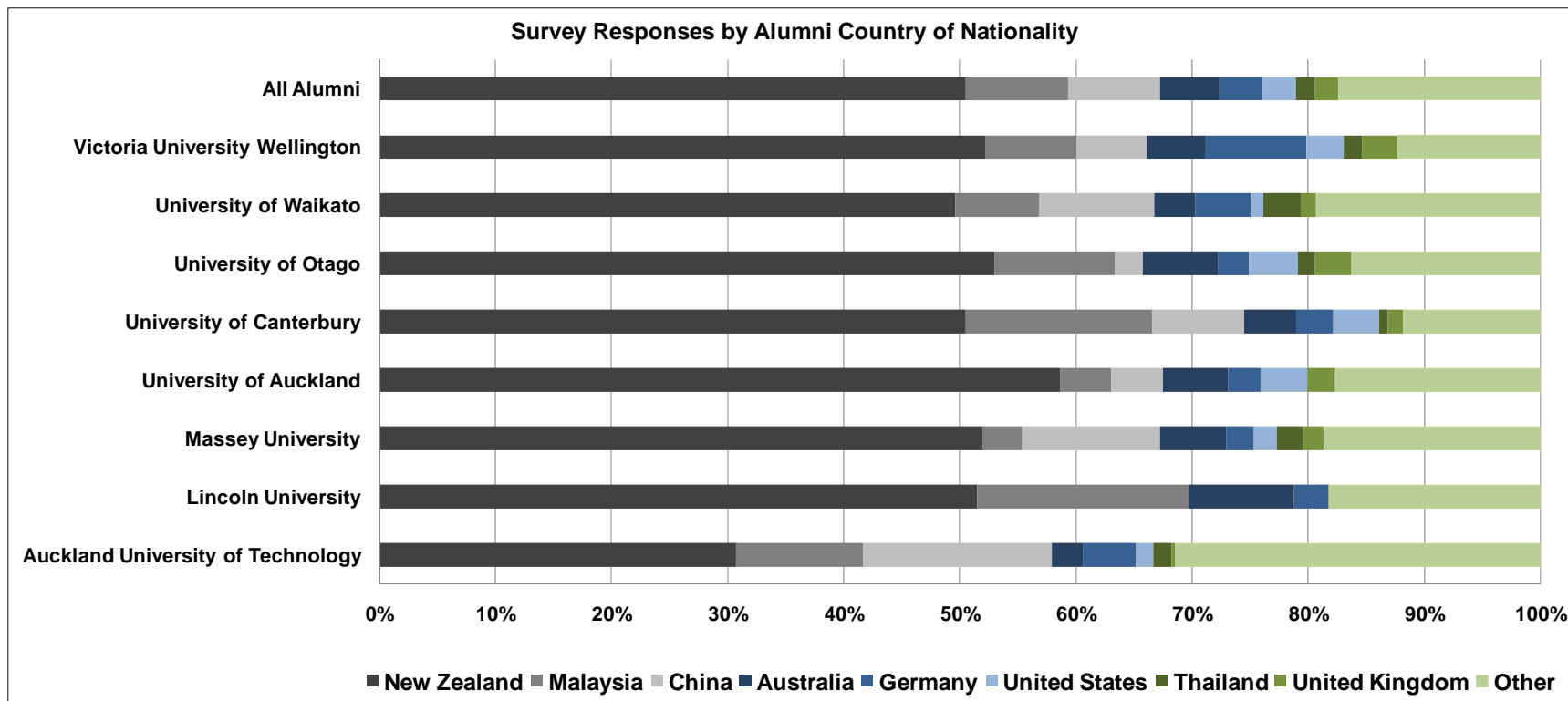


Chinese return home, few non-Chinese join them

Source: New Zealand International Alumni Survey, 2009.

SURVEY RESPONSE STATISTICS

Half of Survey Respondents are NZ Citizens – A Pure Coincidence

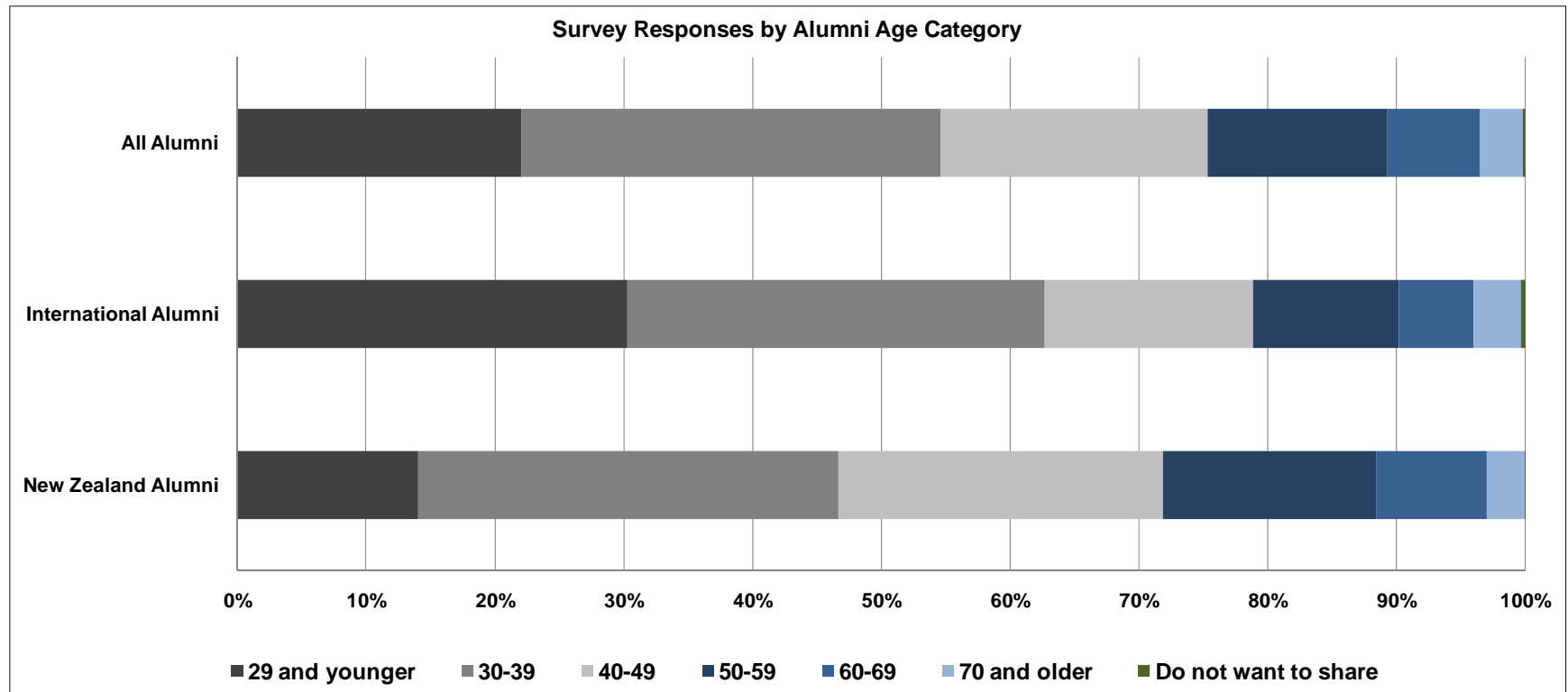


“Younger” AR programs exhibit distinct alumni nationality patterns...

Source: New Zealand International Alumni Survey, 2009.

SURVEY RESPONSE STATISTICS

Three-quarters of Respondents are less than 50 Years Old

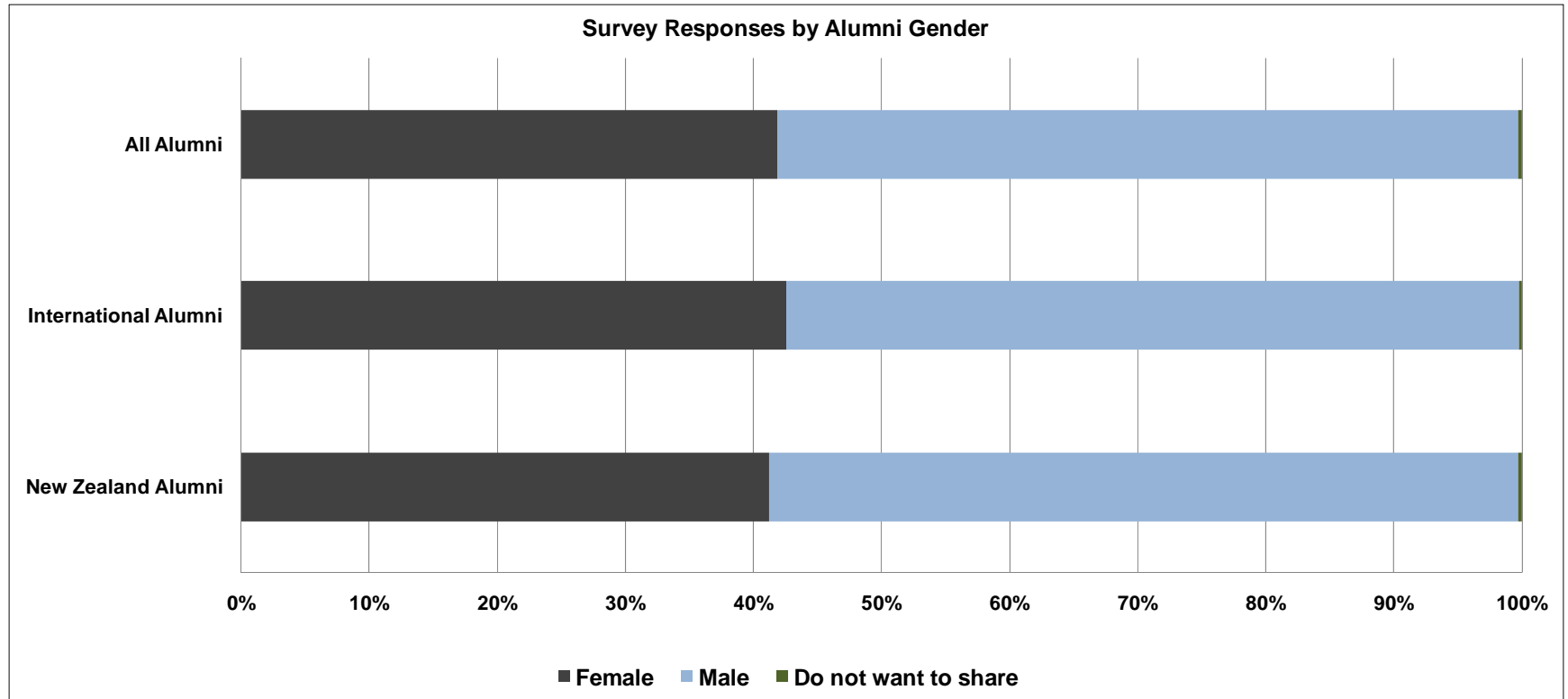


... and international alumni are “younger”, too

Source: New Zealand International Alumni Survey, 2009.

SURVEY RESPONSE STATISTICS

A Balanced Gender Imbalance

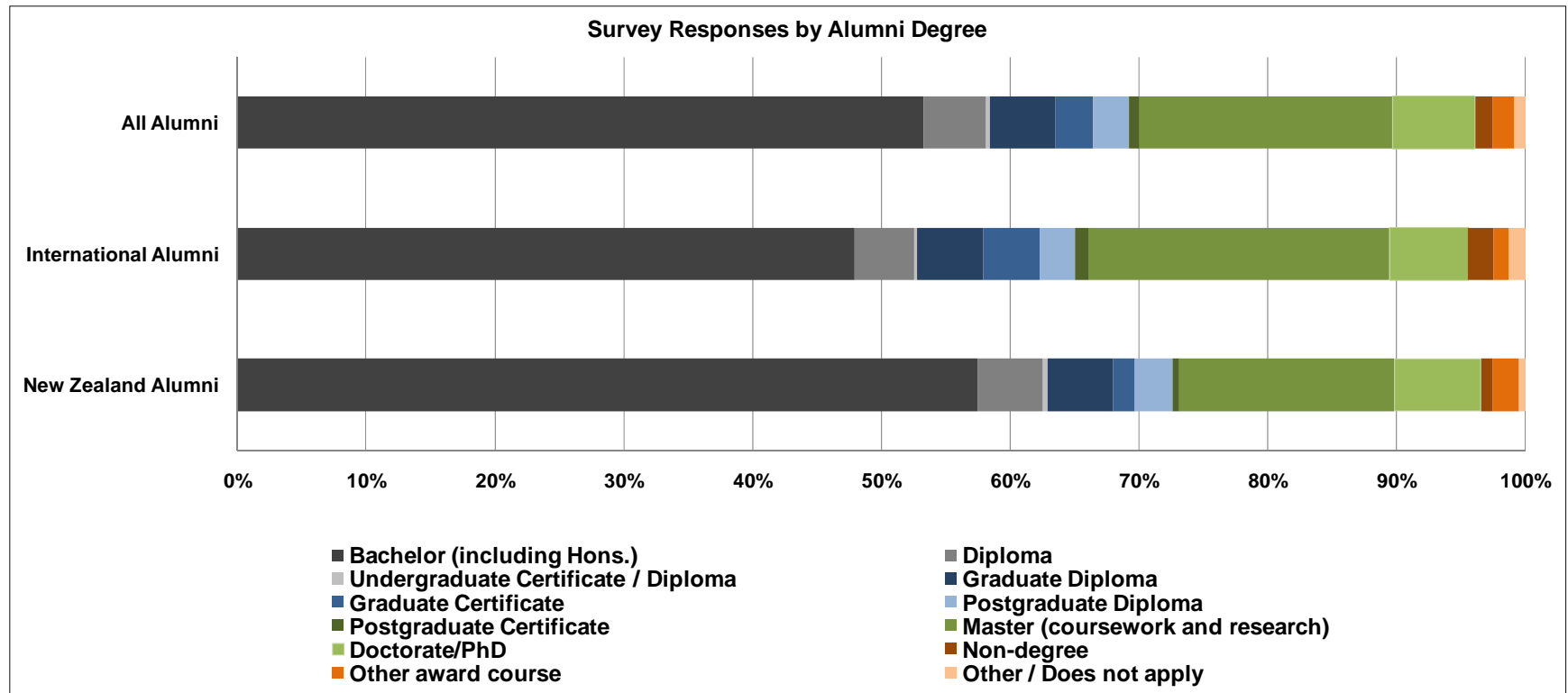


Male respondents out-number female respondents by 3:2

Source: New Zealand International Alumni Survey, 2009.

SURVEY RESPONSE STATISTICS

The Majority of Alumni Obtained Undergraduate Degrees in NZ

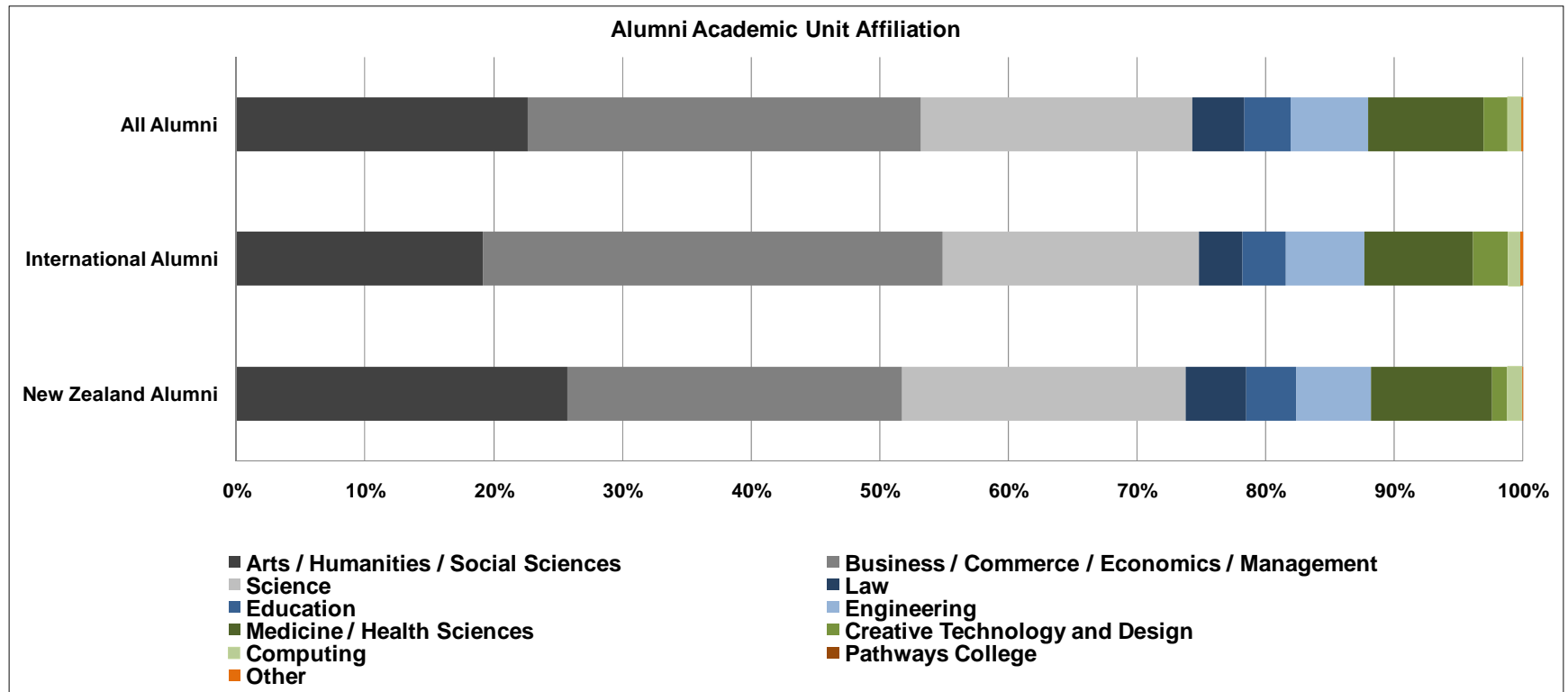


International alumni are more likely to have obtained Master's degrees

Source: New Zealand International Alumni Survey, 2009.

SURVEY RESPONSE STATISTICS

Three-quarter of Alumni Studied Arts, Business, and Science

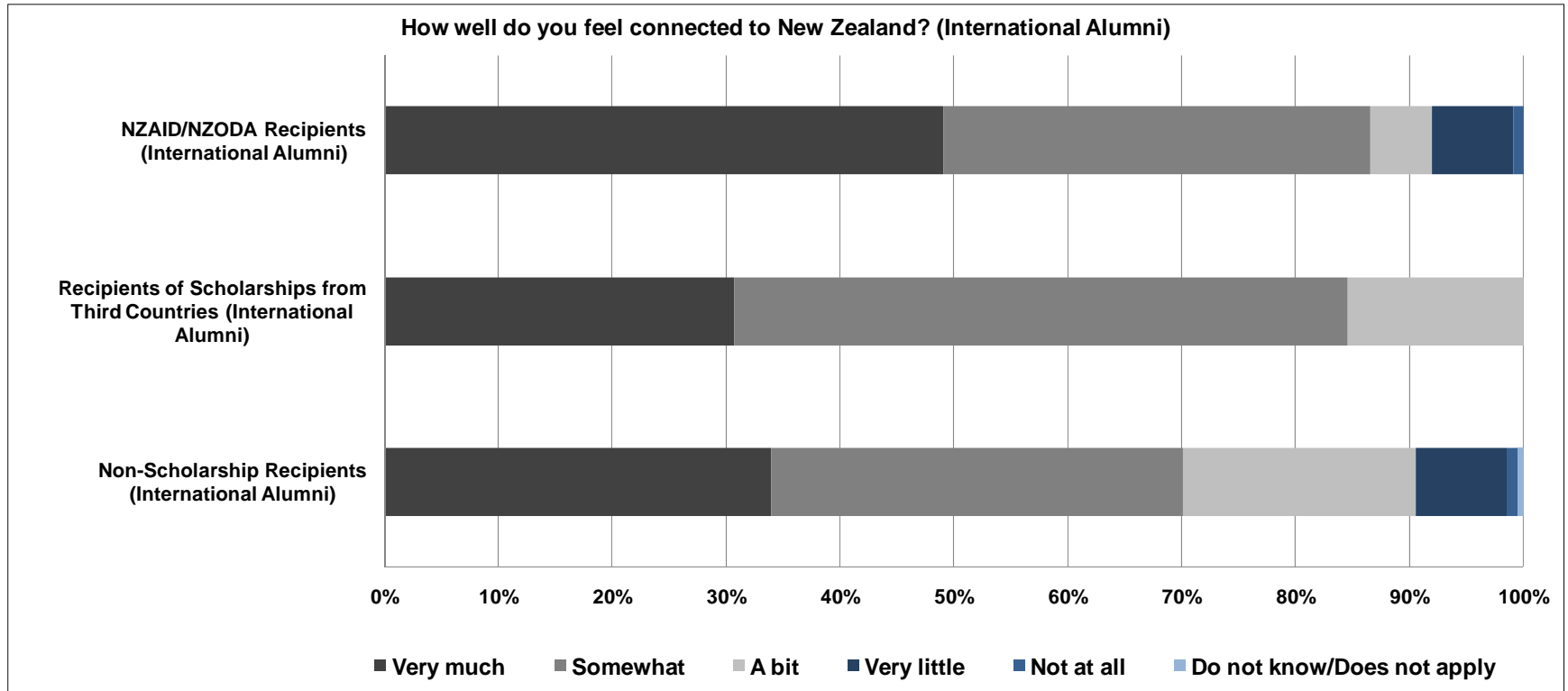


36% of international alumni studied business / management

Source: New Zealand International Alumni Survey, 2009.

SURVEY RESPONSE STATISTICS

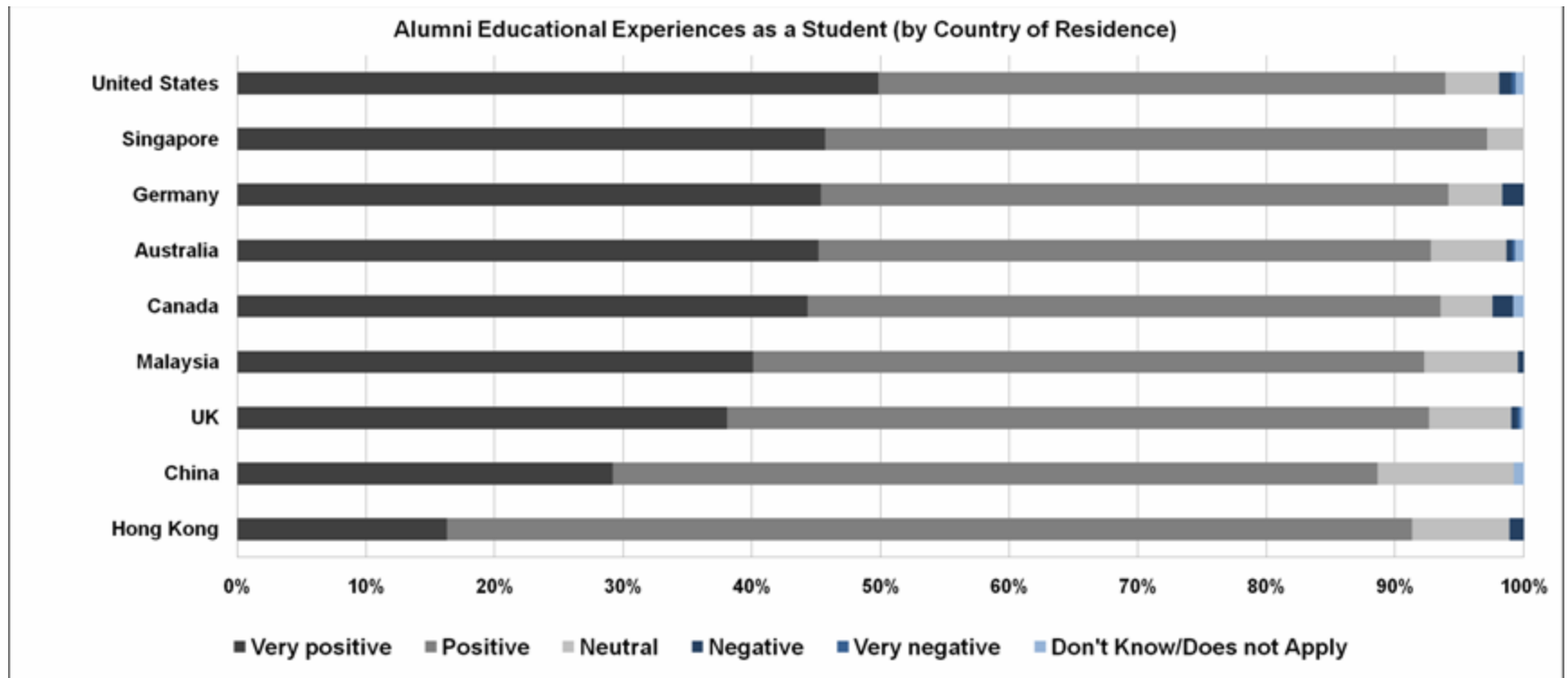
Scholarships Drive Affinity



Statistically significant – provides strong policy guidance

Source: New Zealand International Alumni Survey, 2009.

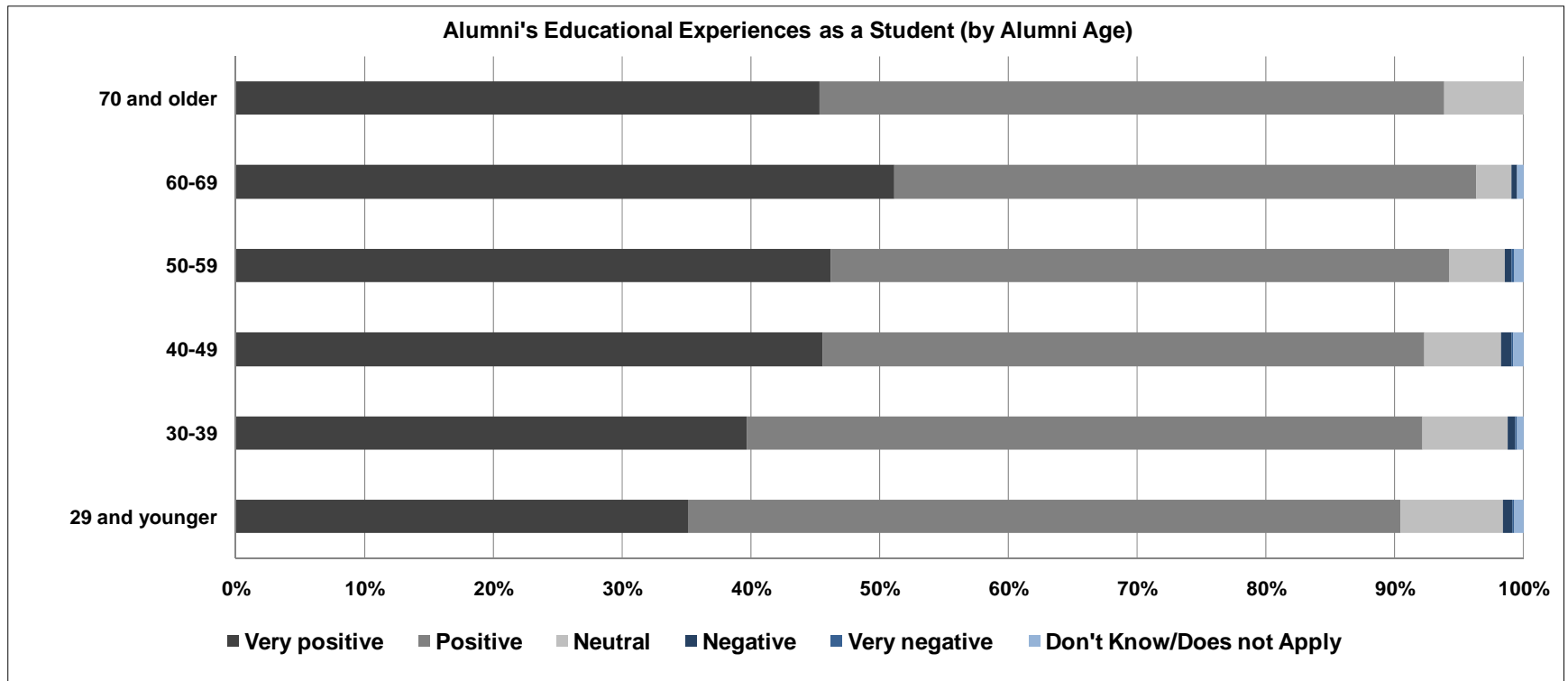
EDUCATIONAL EXPERIENCES As a Student, by Country of Residence



Notable differences, but careful interpretation needed

Source: New Zealand International Alumni Survey, 2009.

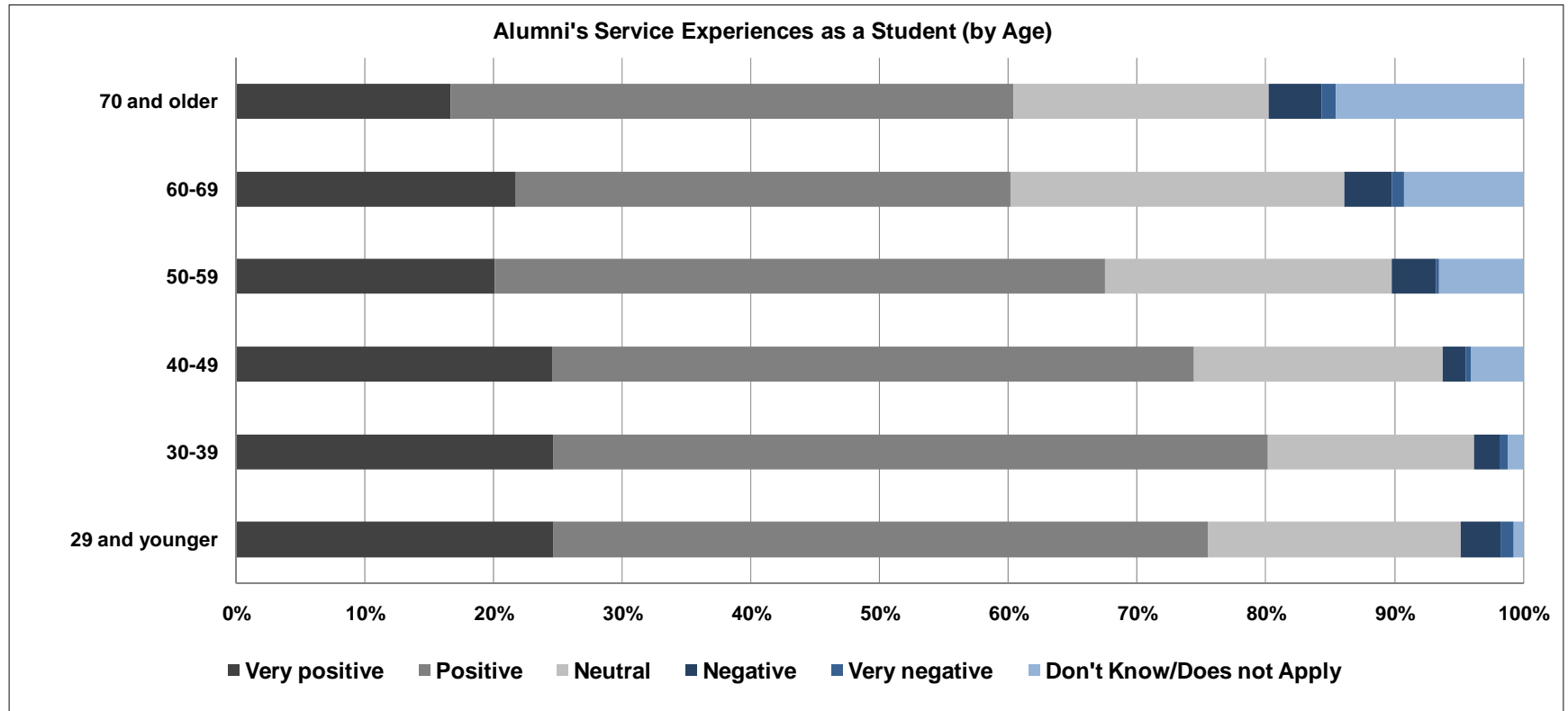
EDUCATIONAL EXPERIENCES As a Student, by Age



Younger alumni are less satisfied with their educational experience

Source: New Zealand International Alumni Survey, 2009.

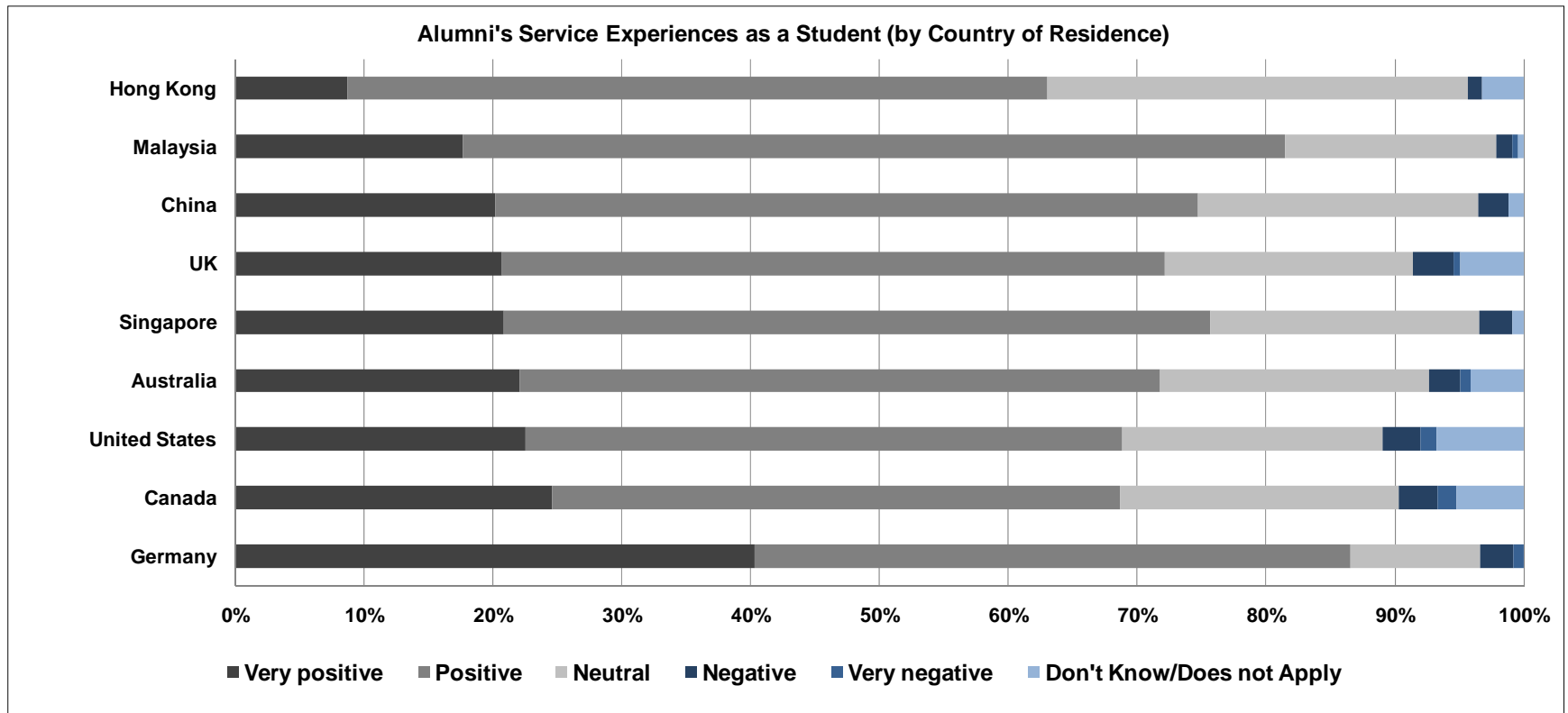
SERVICE EXPERIENCES As a Student, by Age Bracket



Younger alumni had better service experiences

Source: New Zealand International Alumni Survey, 2009.

SERVICE EXPERIENCES As a Student, by Age Bracket

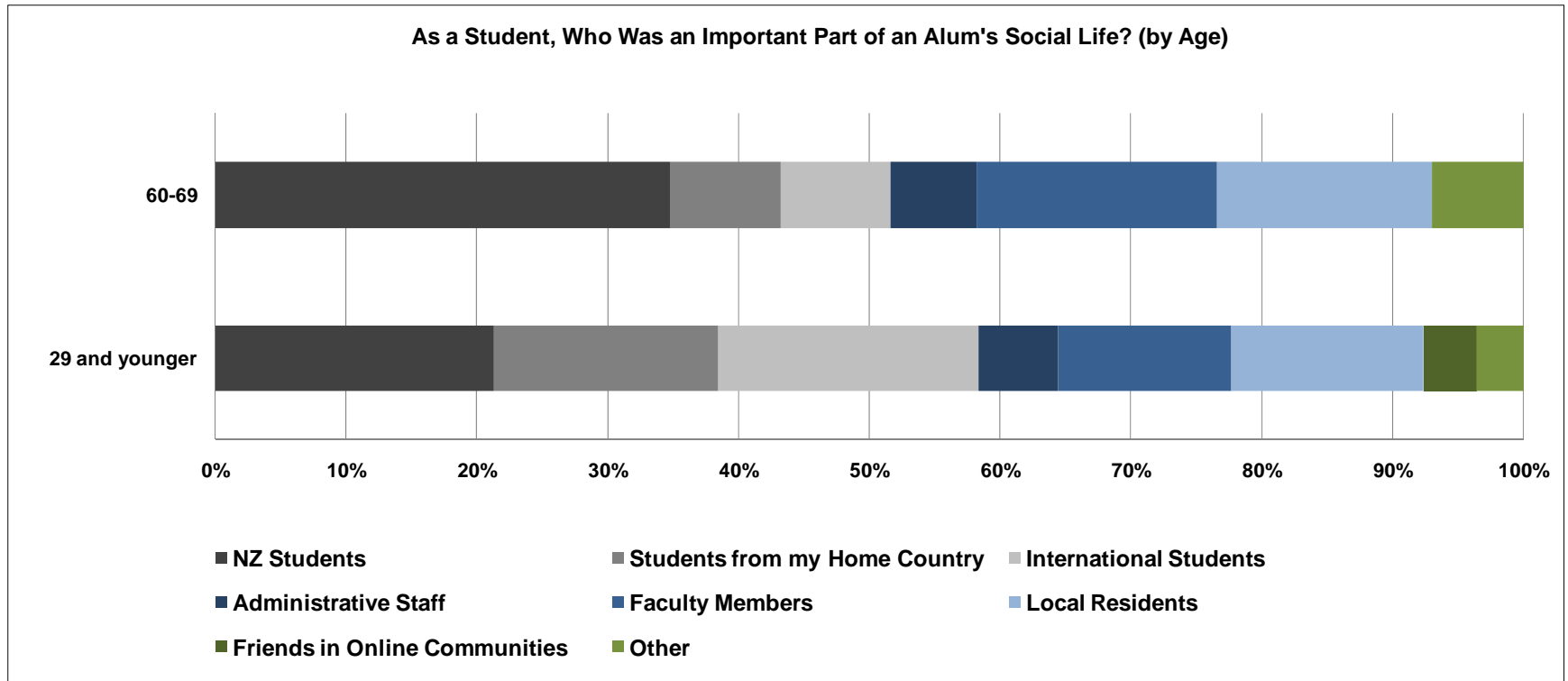


Germans really, really like NZ universities

Source: New Zealand International Alumni Survey, 2009.

SOCIAL LIFE EXPERIENCES

As a Student, by Age

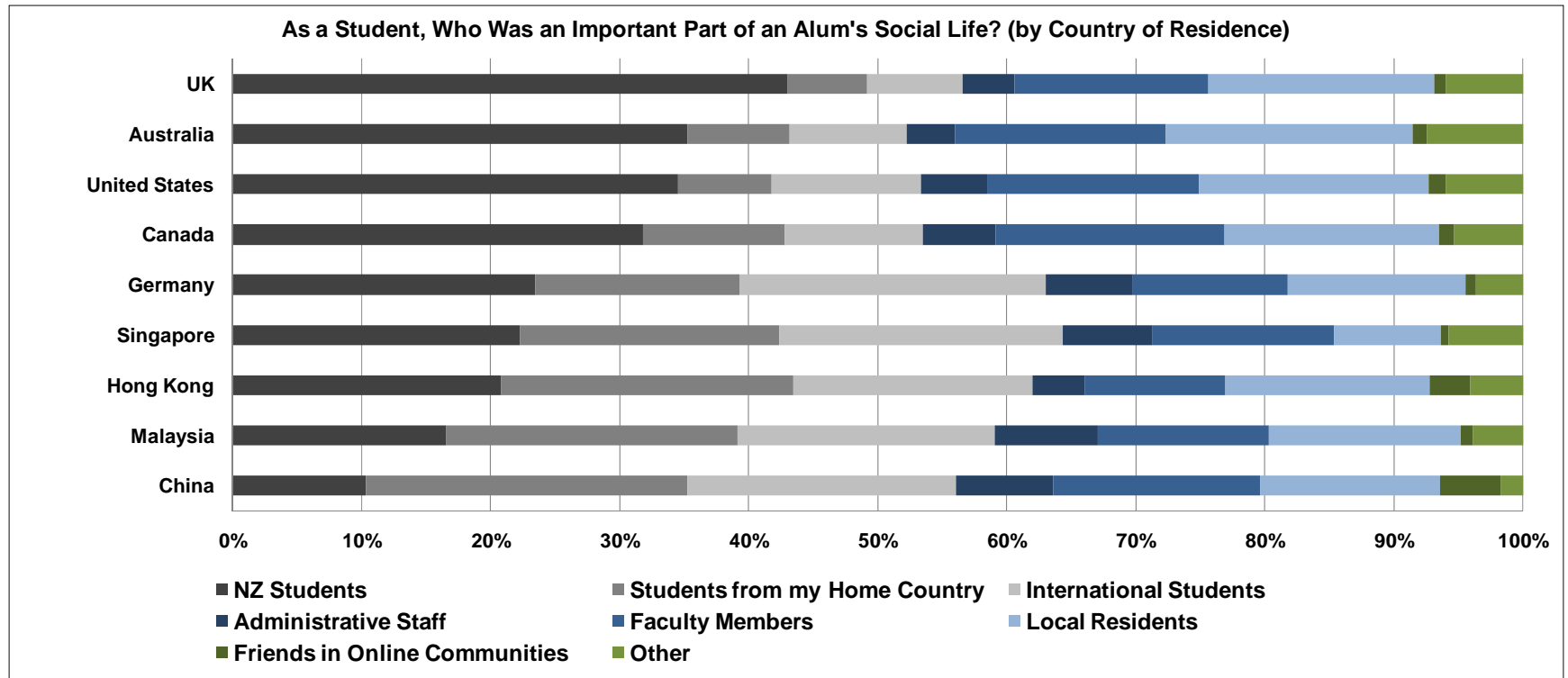


Younger Alumni relate more to alike students (N.B. segment overlay)

Source: New Zealand International Alumni Survey, 2009.

SOCIAL LIFE EXPERIENCES

As a Student, by Country of Residence

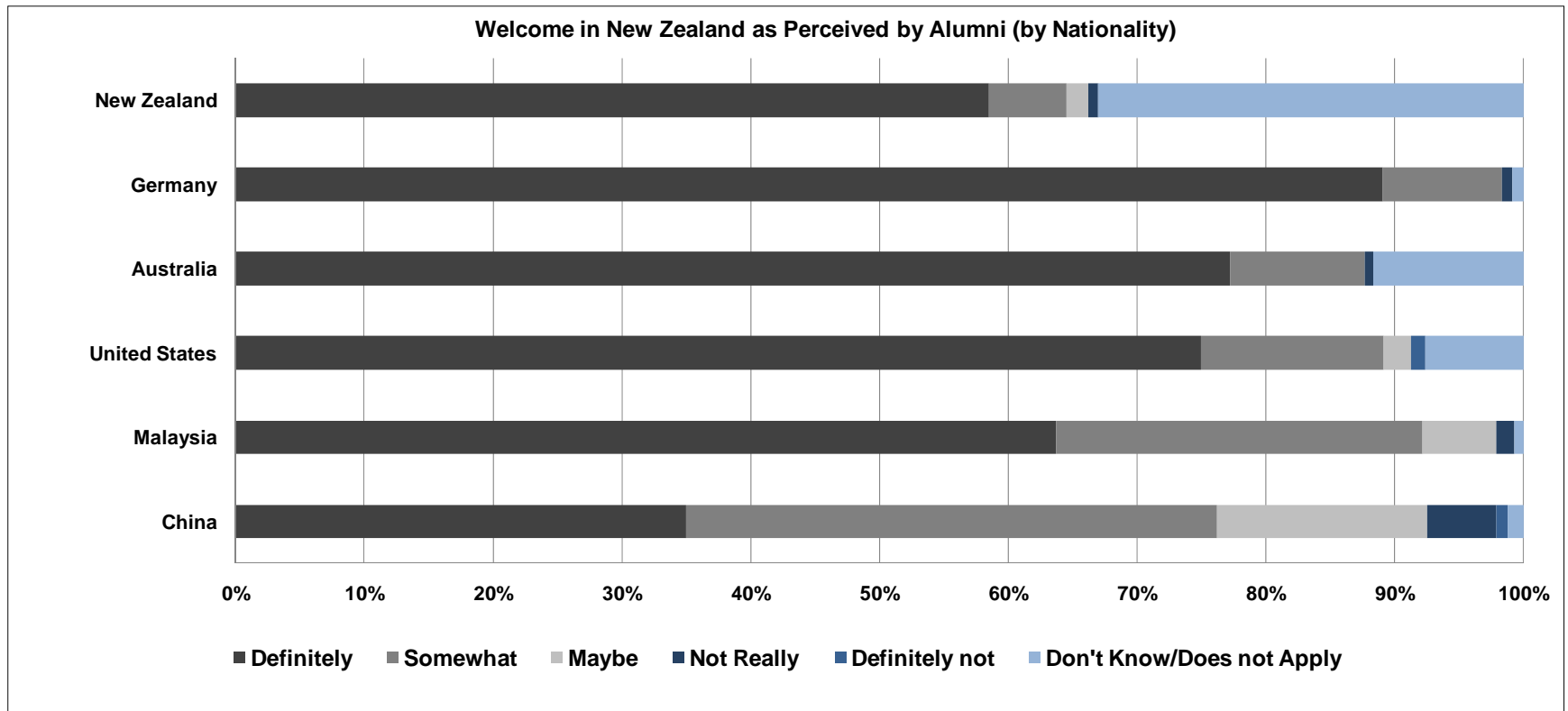


International students' social lives are not monolithic at all

Source: New Zealand International Alumni Survey, 2009.

WELCOME EXPERIENCES

As a Student, by Country of Nationality

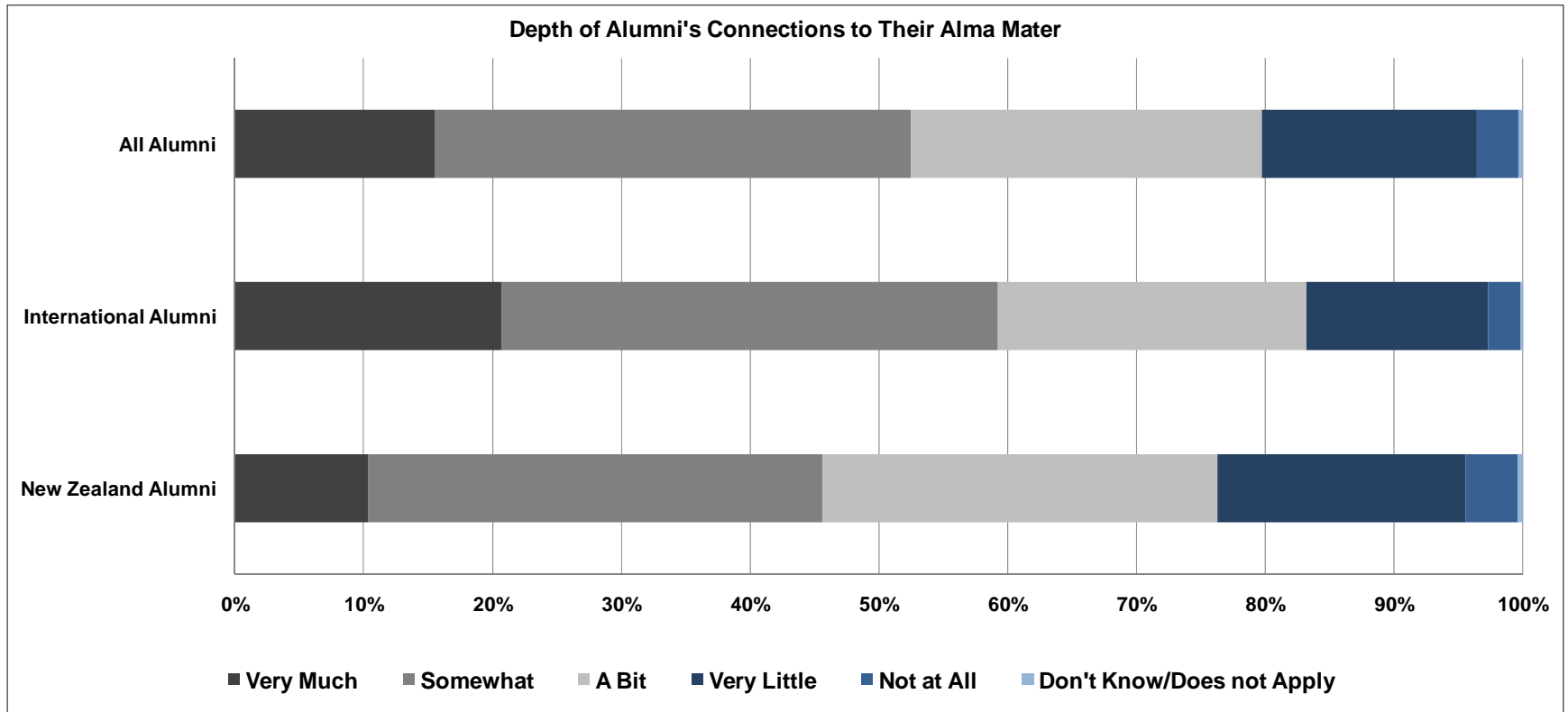


Germans like NZ more than New Zealanders, but others felt less welcome

Source: New Zealand International Alumni Survey, 2009.

CONNECTION TO ALMA MATER

International/NZ Alumni, Depth

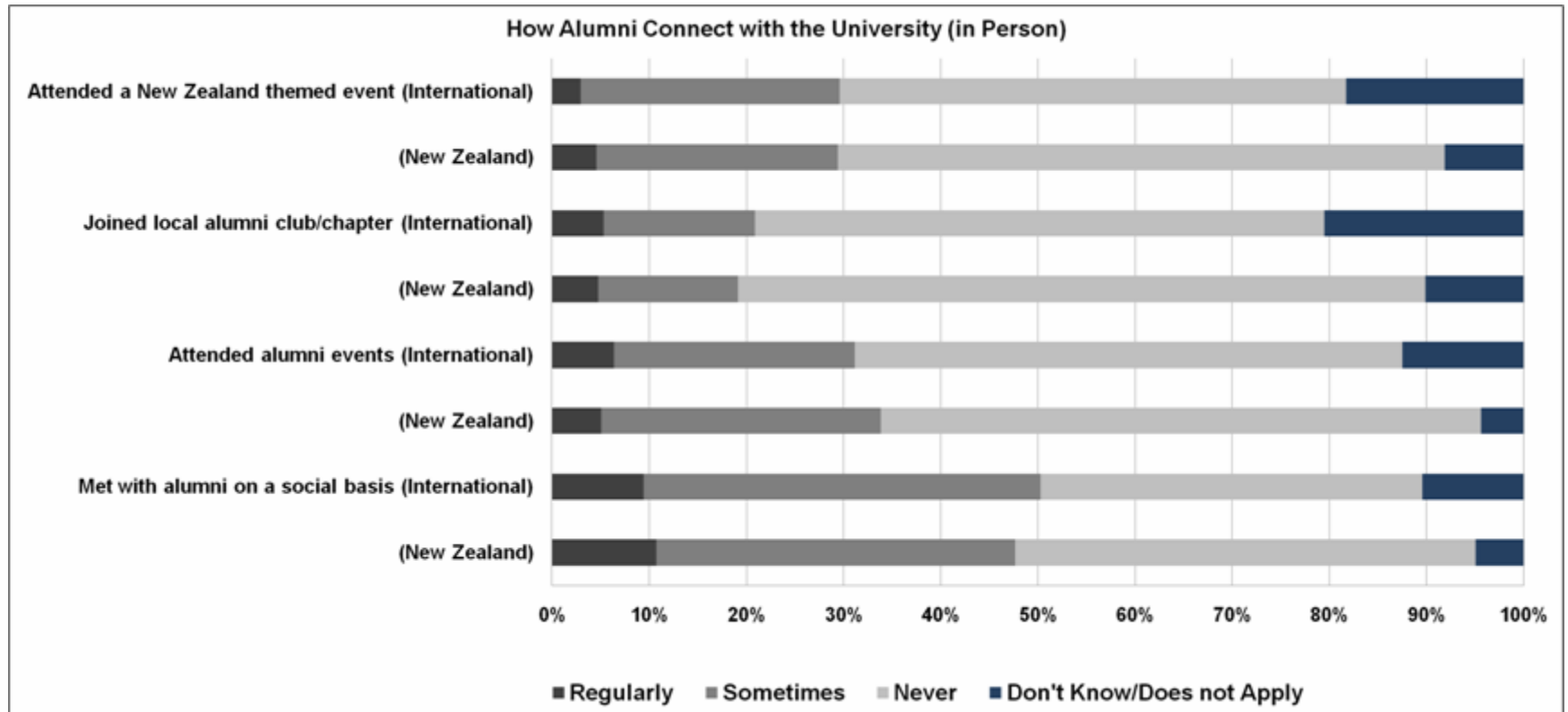


International alumni felt more connected than domestic alumni

Source: New Zealand International Alumni Survey, 2009.

CONNECTION TO ALMA MATER

International/NZ Alumni, by Kind of Event

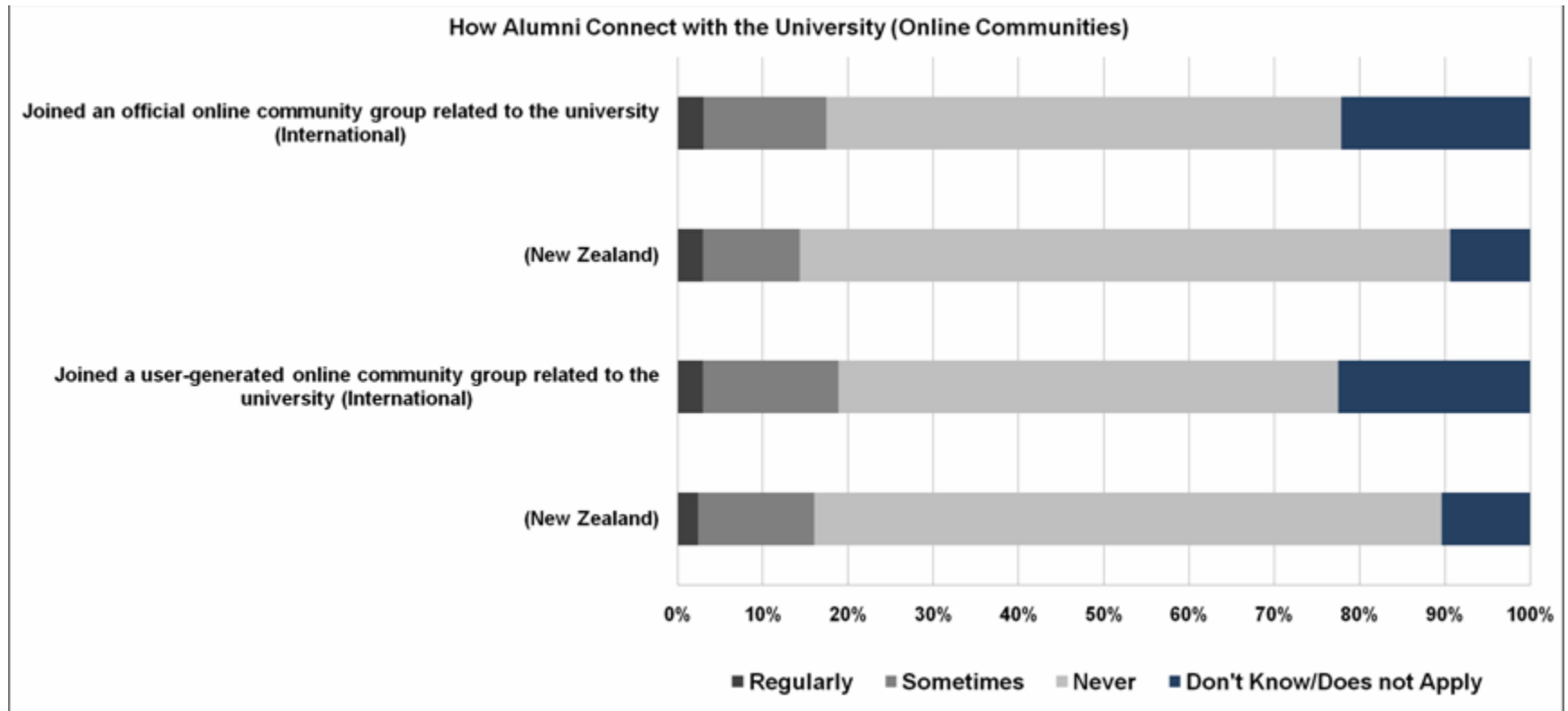


Social events were preferred; little differences between alumni

Source: New Zealand International Alumni Survey, 2009.

CONNECTION TO ALMA MATER

International/NZ Alumni, Online Community

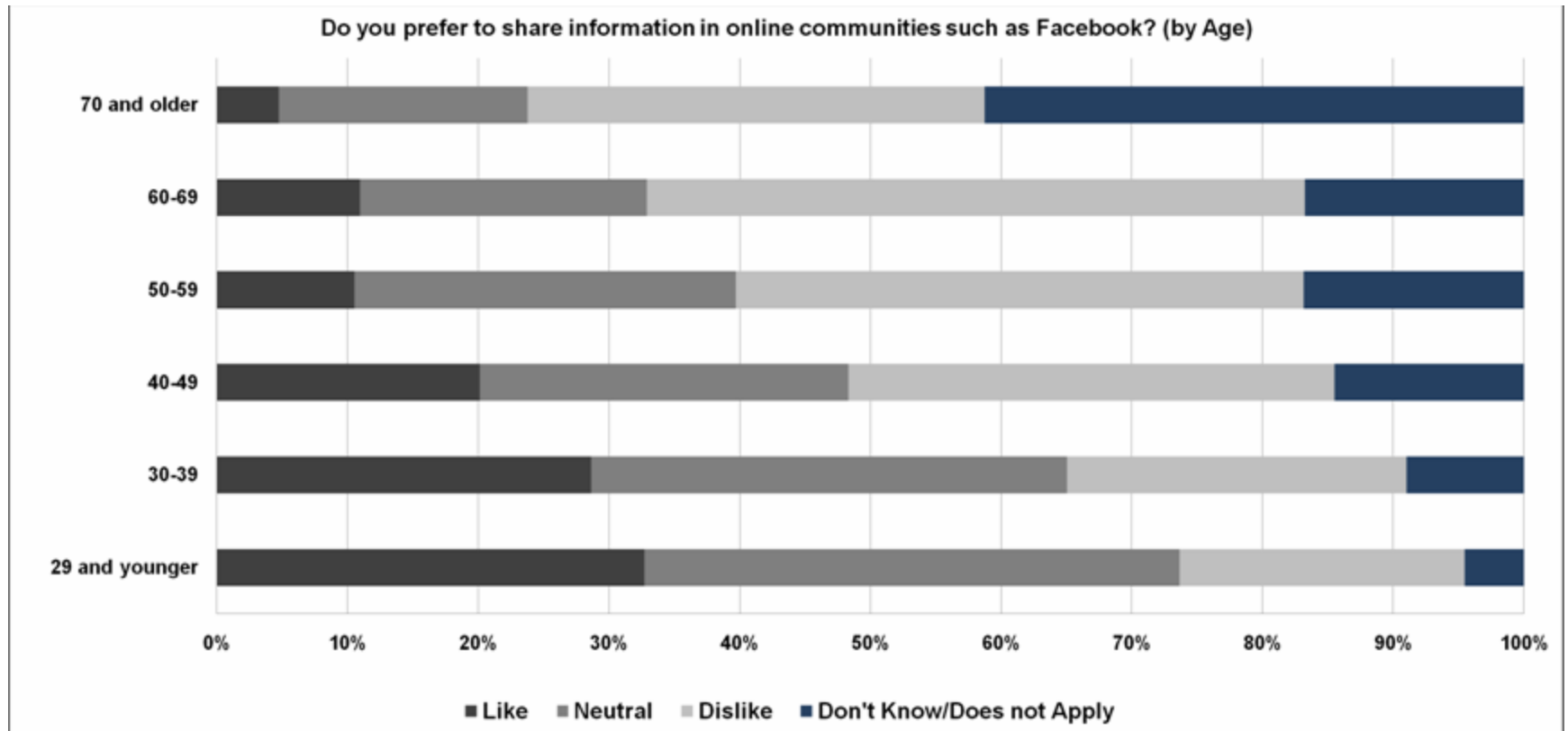


Online community usage is still in a minor role, but...

Source: New Zealand International Alumni Survey, 2009.

COMMUNICATION WITH ALMA MATER

Online Communities, by Age Bracket

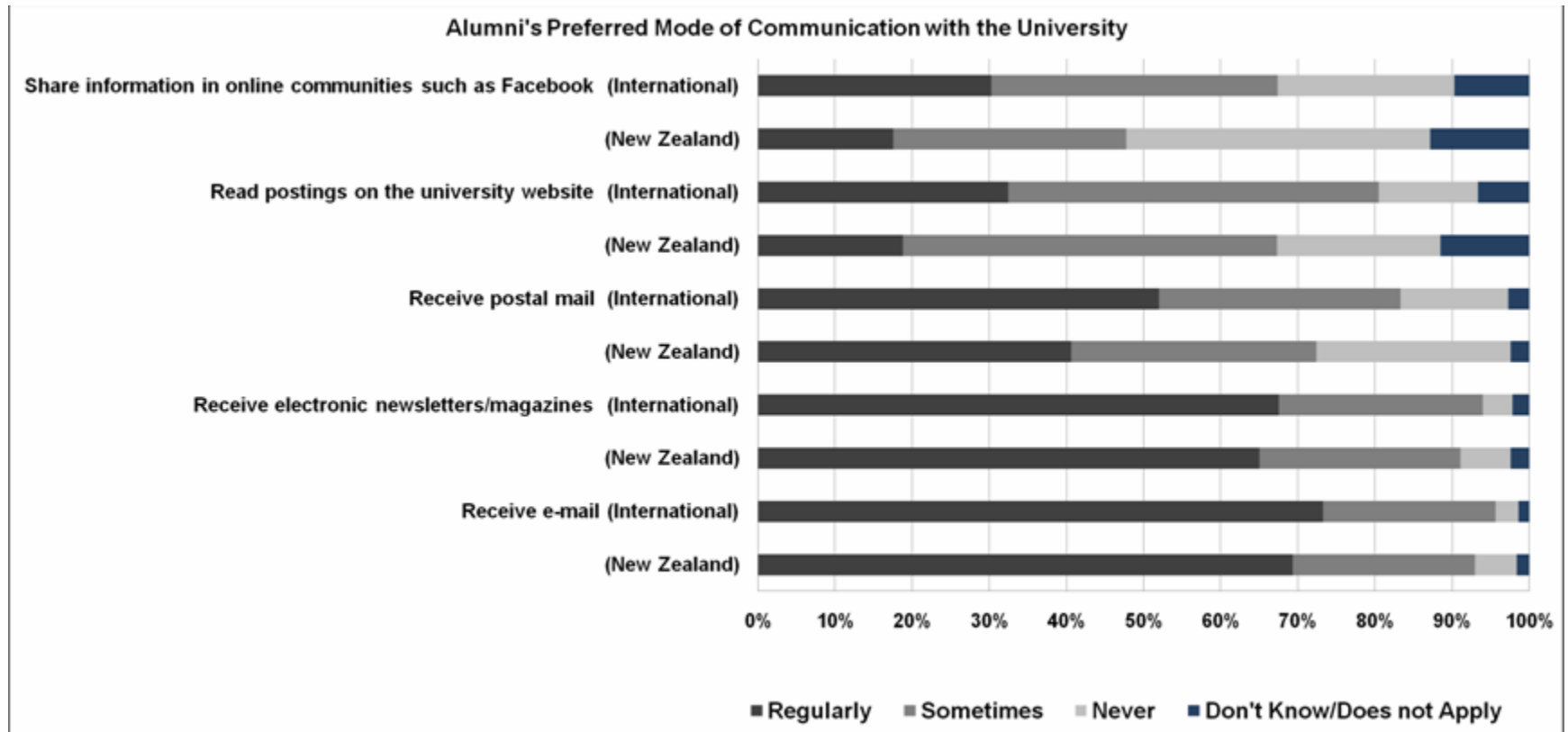


... Younger alumni are driving strong adoption trends

Source: New Zealand International Alumni Survey, 2009.

COMMUNICATION WITH ALMA MATER

International/NZ Alumni, by Mode of Communication

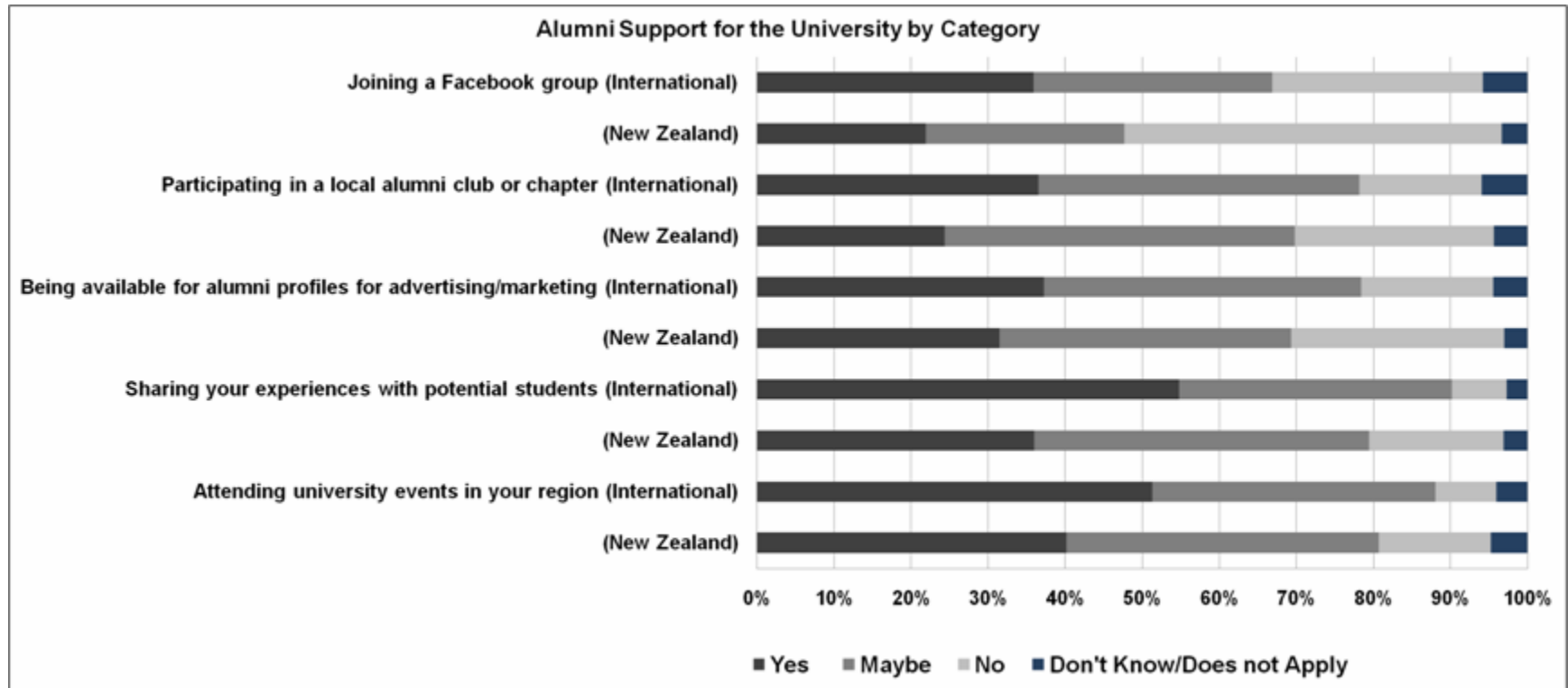


International alumni are more interested in staying in touch

Source: New Zealand International Alumni Survey, 2009.

ENGAGEMENT FOR ALMA MATER

International/NZ Alumni, by Support Category

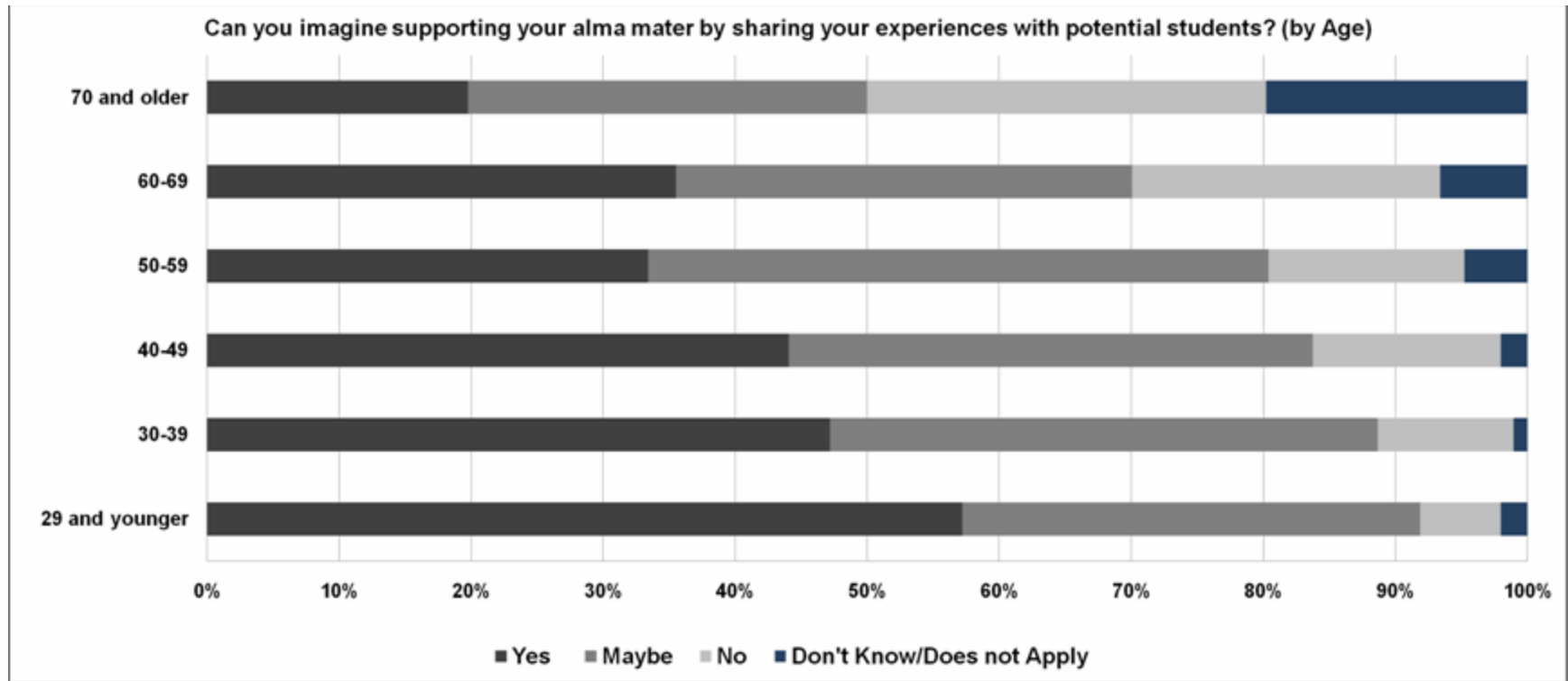


International alumni engage notably more than domestic alumni

Source: New Zealand International Alumni Survey, 2009.

ENGAGEMENT FOR ALMA MATER

Experience Sharing, by Age Bracket

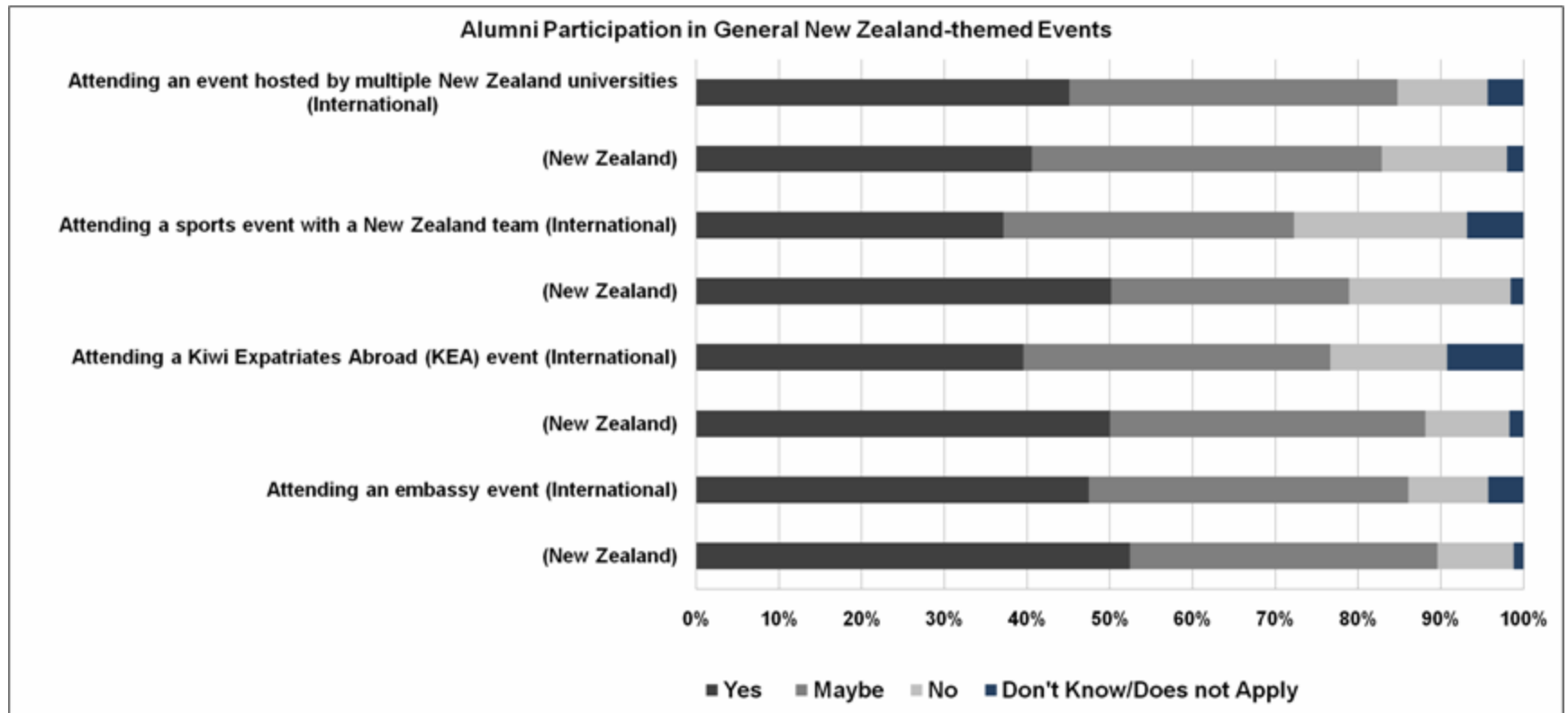


Especially younger alumni are willing to assist with recruiting efforts

Source: New Zealand International Alumni Survey, 2009.

ENGAGEMENT FOR ALMA MATER

International/NZ Alumni, by Event Participation

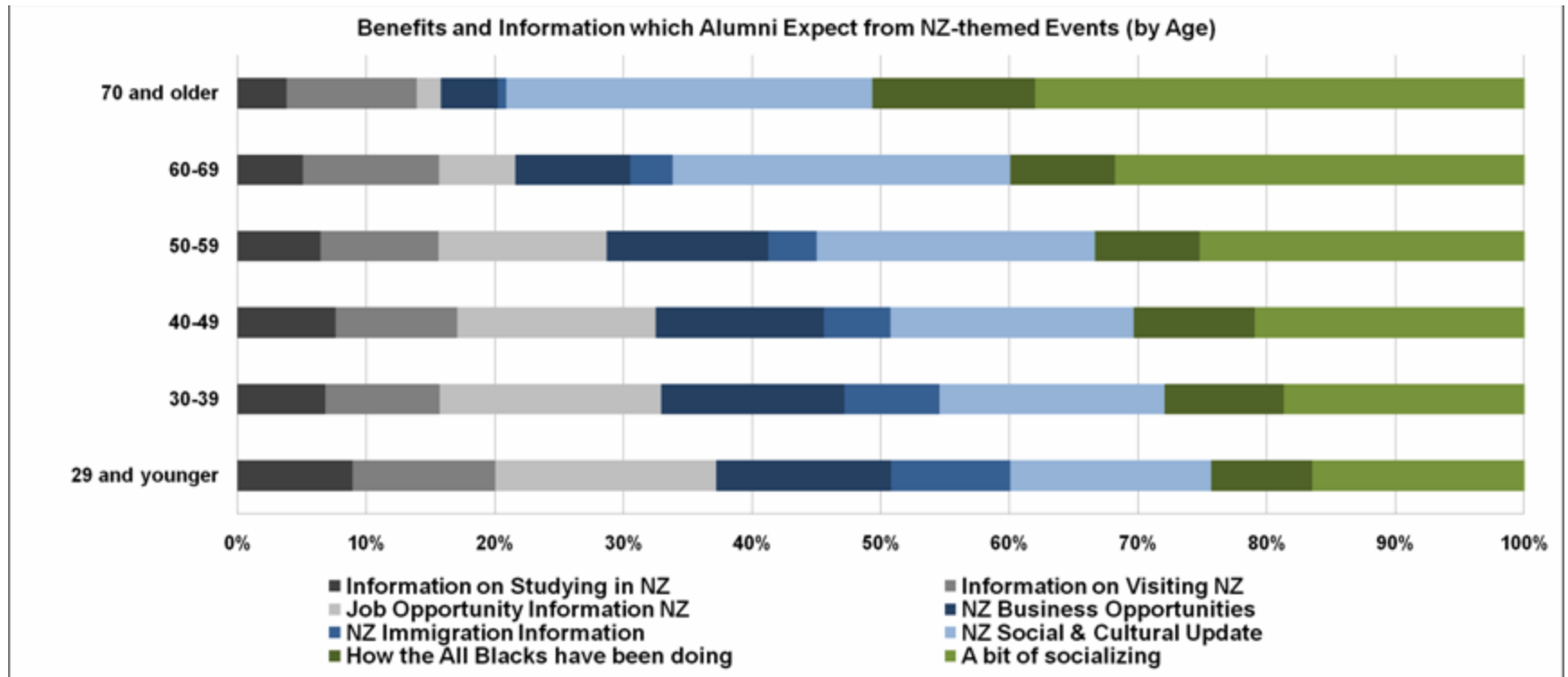


Differences in event participation are modest, but...

Source: New Zealand International Alumni Survey, 2009.

ENGAGEMENT FOR ALMA MATER

Benefit Expectation, by Age Category



... Alumni expect different benefits from event attendance (by age)

Source: New Zealand International Alumni Survey, 2009.

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- **International alumni are different from domestic alumni – and often more interested / engaged / willing to support their alma mater**
- **Alumni age matters a lot (well known life cycle issue). Younger alumni differ from older alumni along multiple dimensions**
- **Alumni behavior and expectation by faculty/department background differs somewhat, but less than other factors**
- **It is important to take a comprehensive perspective which considers alumni at a granular / segmented level**
- **International alumni have clearly indicated that they are willing to support their alma mater in many different ways**
 - **Marketing**
 - **Recruiting**
 - **Events**
 - **Networking (online / offline)**

Two simple messages

- **Alumni are already changing the way universities operate internationally**
- **In the future, alumni will become a key competitive differentiator**

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Dr. Daniel J. Guhr
Managing Director

Illuminate Consulting Group
P.O. Box 262
San Carlos, CA 94070
USA

Phone +1 619 295 9600

Fax +1 650 620 0080

E-mail guhr@illuminategroup.com

Web www.illuminategroup.com