

2009 EAIE ANNUAL CONFERENCE

How Alumni Networks Can Help To Drive Internationalization

Housekeeping

A brief conceptual overview

A view from inside: Alumni relations at Coventry

A global view: Perspectives from the first ever national alumni survey

Discussion

- **Around 60 minutes for the presentations and 30 minutes for discussion**
- **No handouts**
- **The presentation is available at www.illuminategroup.com, and will be posted on the AIEA website**
- **The session's focus is on providing attendees with**
 - **A theoretical framework**
 - **A practitioner's view**
 - **Perspectives from alumni from around the world**

Ian serves as the Deputy Director of Development and Alumni Relations at Coventry University.

Ian joined Coventry in 2005 to create a fully fledged alumni relations operation. So far he has trebled membership, increased satisfaction levels and developed give back programmes.

Previously Ian spent four years at the Open University rising to the role of Acting Director of Alumni. Prior to this he worked in consumer magazine publishing.

Ian serves as the Chair of the International CASE Alumni Relations Survey, a benchmarking program that has been running for the last three years including 100 Alumni Relations operations.

He was Co-chair for the Alumni Relations Track of the CASE Europe Annual Conference in 2007 and 2008, and has been a regular speaker on Alumni and Development issues within the UK.

Professional

- **Managing Director of ICG**
- **Director of Business Development with SAP in Silicon Valley**
- **Consultant with the Boston Consulting Group**

Education

- **D.Phil. in Education and M.Sc. in Research Methodology from Oxford**
- **M.A. in Political Science from Brandeis**
- **Political science studies at Bonn and Harvard**
- **Research at UC Berkeley & the Max-Planck-Institute in Berlin**

Alumni Experience

- **Council member, Universitätsgesellschaft Universität Bonn (2006 - 2009)**
- **Alumni interviewer, Harvard College (2004 - date)**
- **President, Oxford University Society, San Diego Branch (2003 - 2006)**

Alumni Advisory Activities

- **30+ presentations, seminars, workshops, reports on alumni issues worldwide**

- **Role**
- **Kind of institution**
- **State of alumni relations**
- **International alumni network**
- **Forward looking strategy**
- **Hoped for learning experience**

Housekeeping

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A view from inside: Alumni relations at Coventry

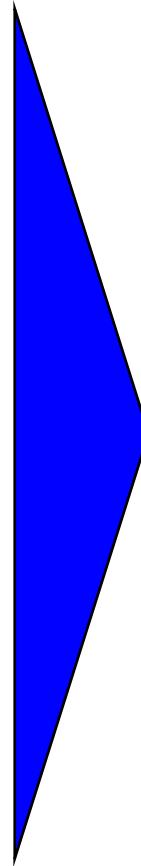
A global view: Perspectives from the first ever national alumni survey

Discussion

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

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Ian Moore's presentation goes here.

Housekeeping

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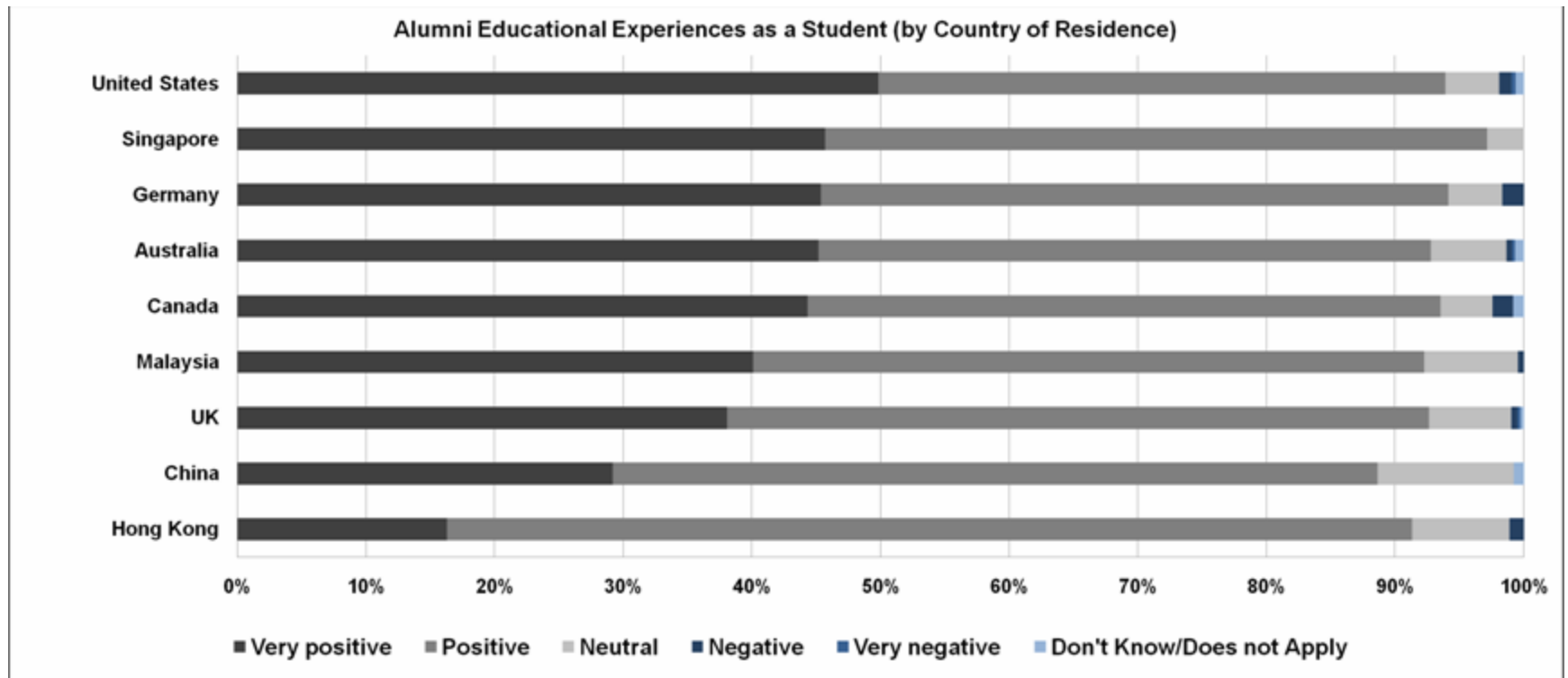
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Discussion

- **Sponsored by the New Zealand 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 will be made available by the New Zealand Ministry of Education**

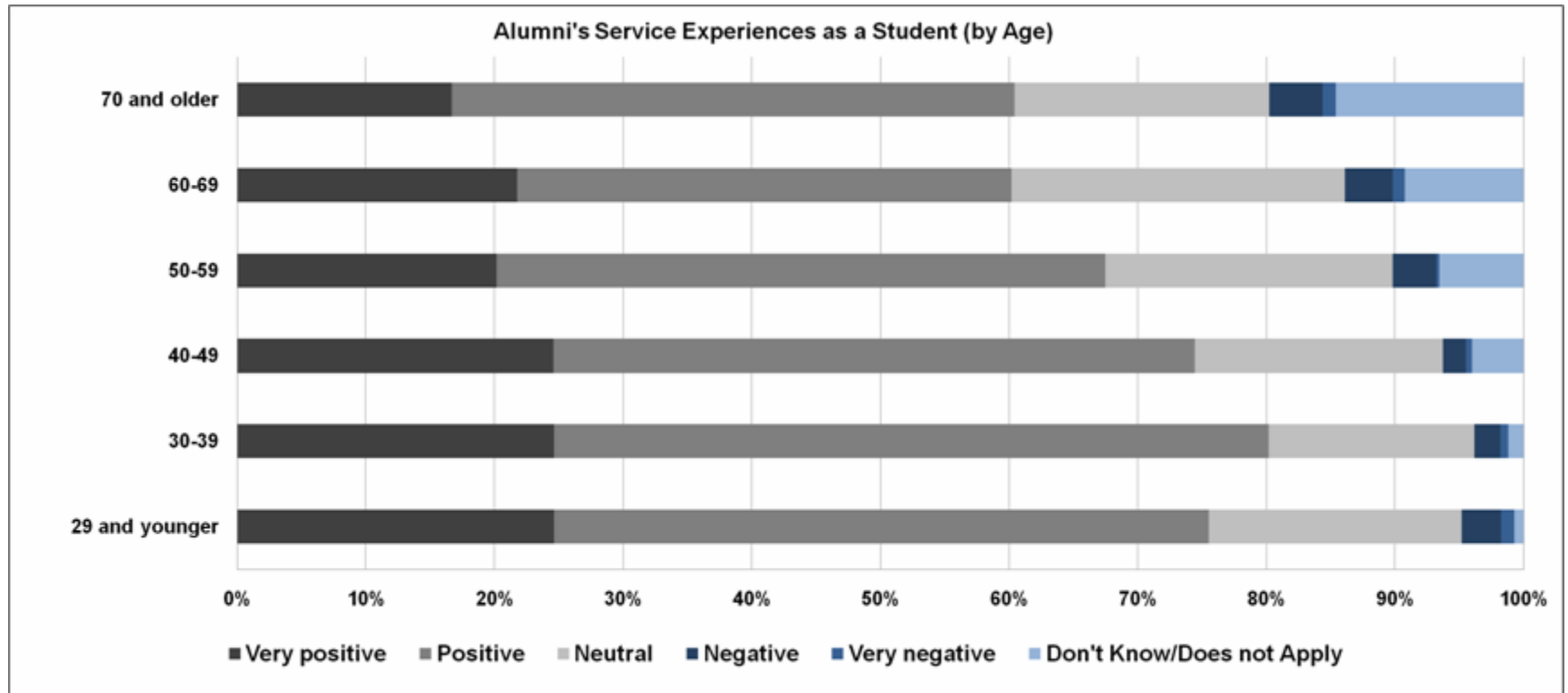
EDUCATIONAL EXPERIENCES As a Student, by Country of Residence



Notable differences, but careful interpretation needed

Source: New Zealand International Alumni Survey, 2009.

SERVICE EXPERIENCES As a Student, by Age Bracket

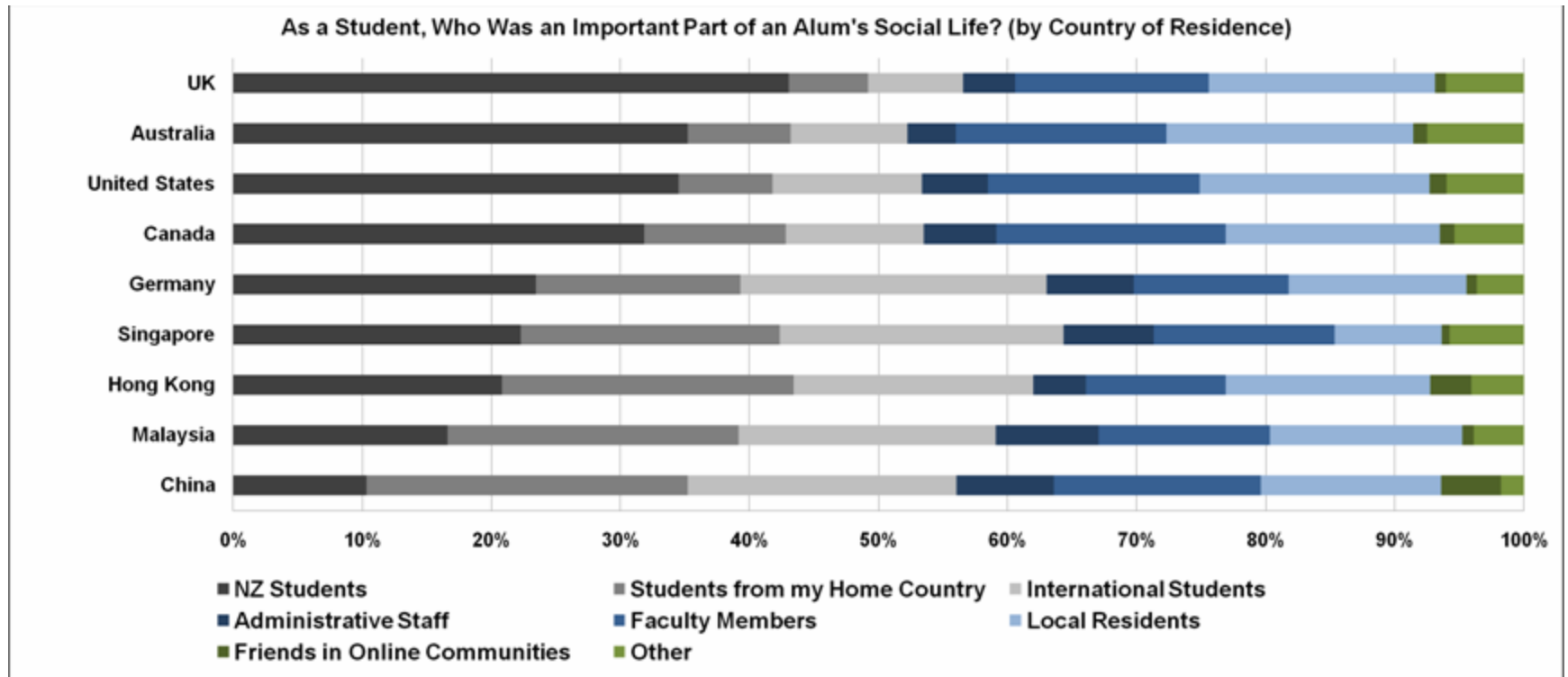


Younger alumni had better service experiences

Source: New Zealand International Alumni Survey, 2009.

SOCIAL LIFE EXPERIENCES

As a Student, by Country of Residence

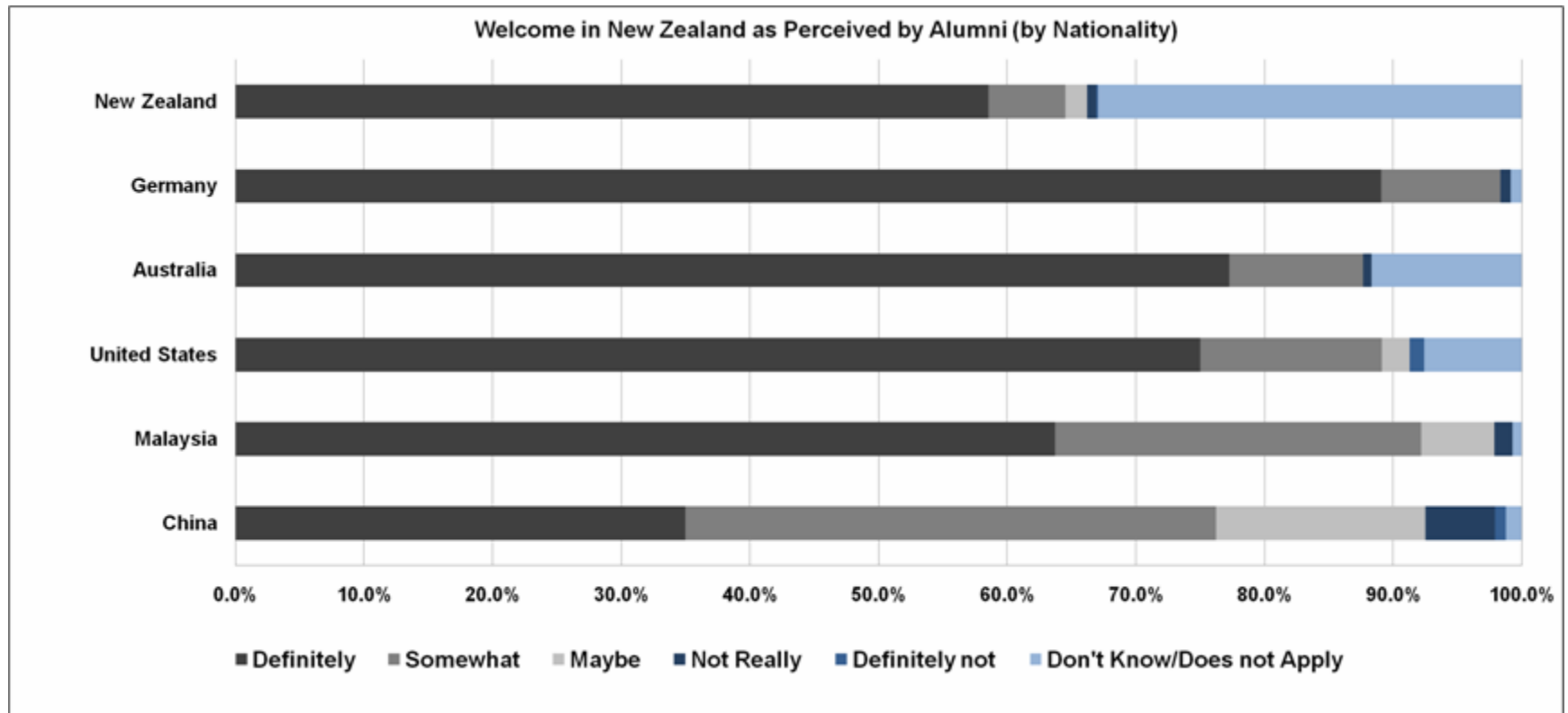


International students' social lives are not monolithic at all

Source: New Zealand International Alumni Survey, 2009.

WELCOME EXPERIENCES

As a Student, by Country of Nationality

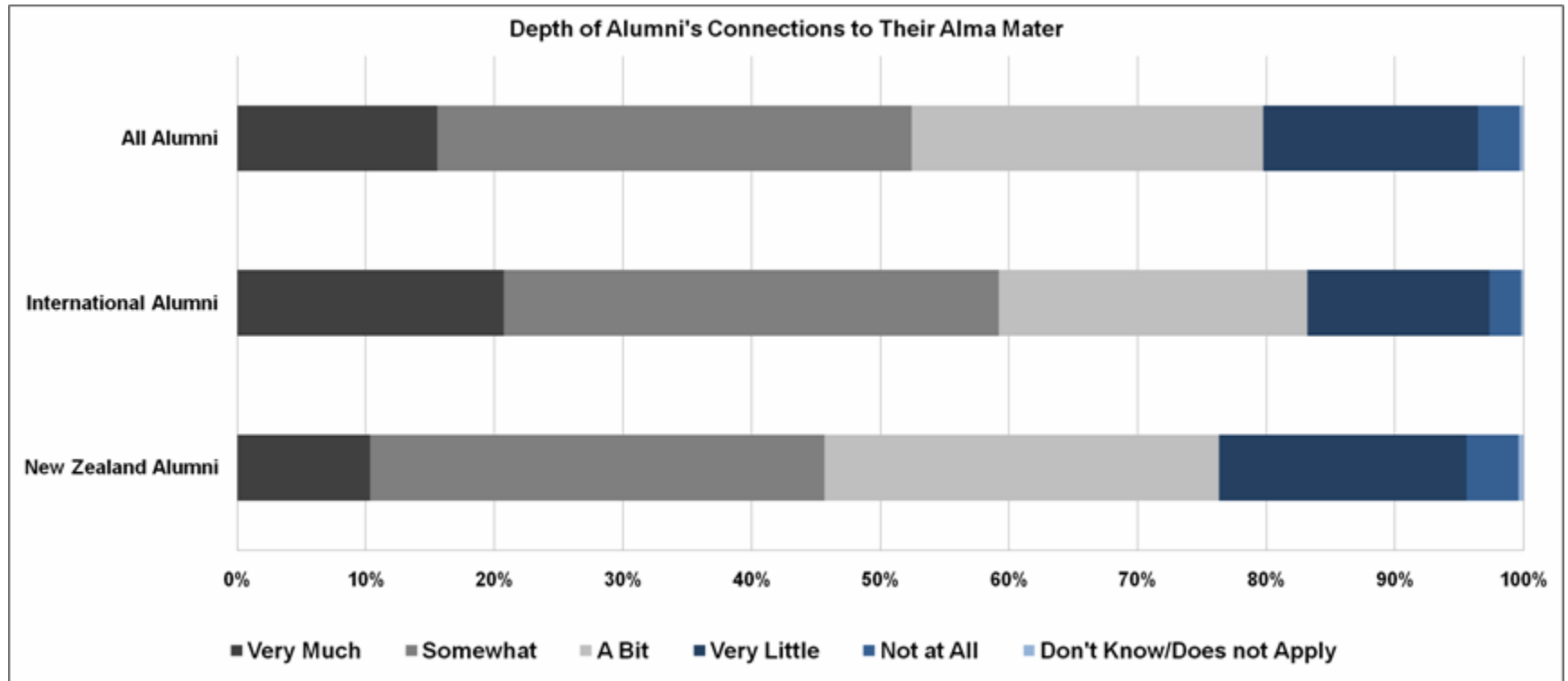


Germans like NZ more than New Zealanders, but others felt less welcome

Source: New Zealand International Alumni Survey, 2009.

CONNECTION TO ALMA MATER

International/NZ Alumni, Depth

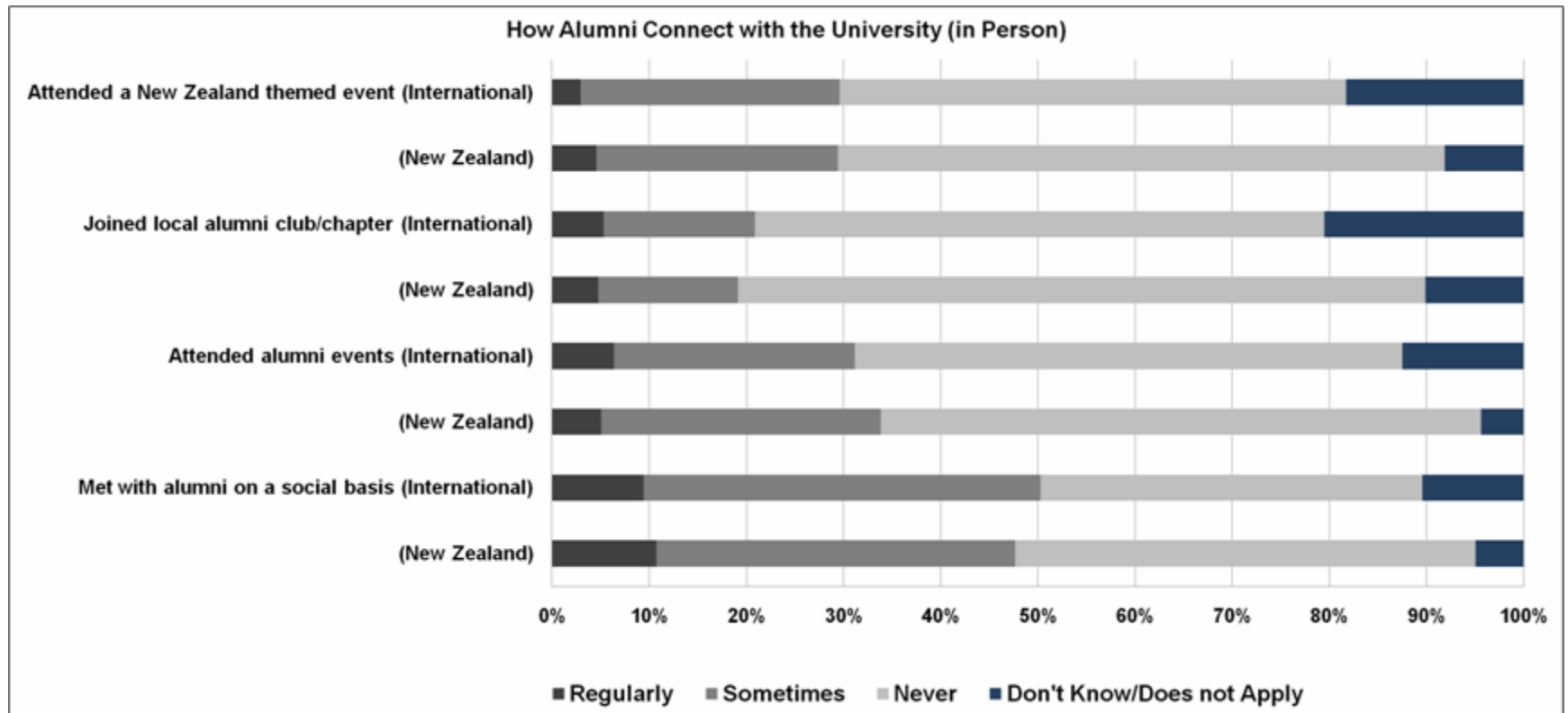


International alumni felt more connected than domestic alumni

Source: New Zealand International Alumni Survey, 2009.

CONNECTION TO ALMA MATER

International/NZ Alumni, by Kind of Event

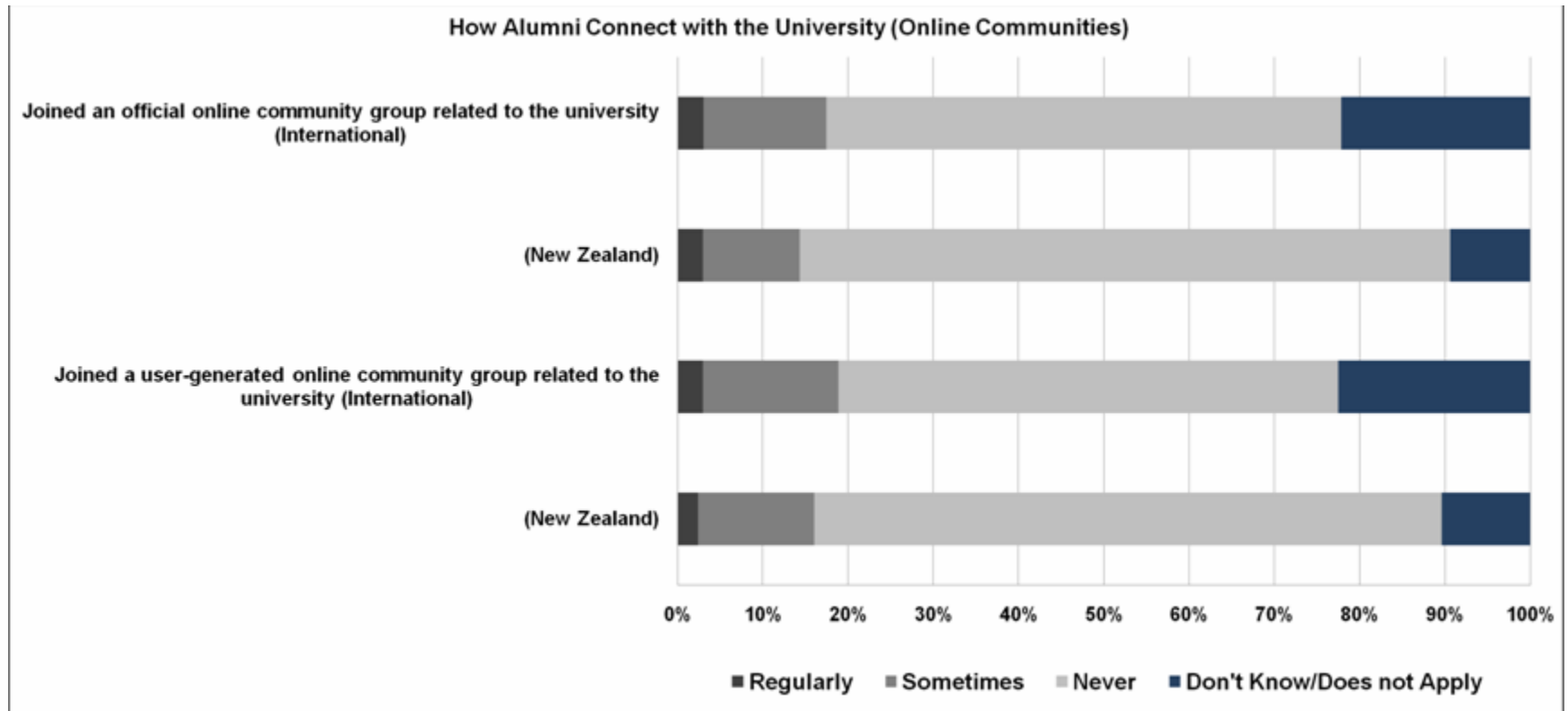


Social events were preferred; little differences between alumni

Source: New Zealand International Alumni Survey, 2009.

CONNECTION TO ALMA MATER

International/NZ Alumni, Online Community

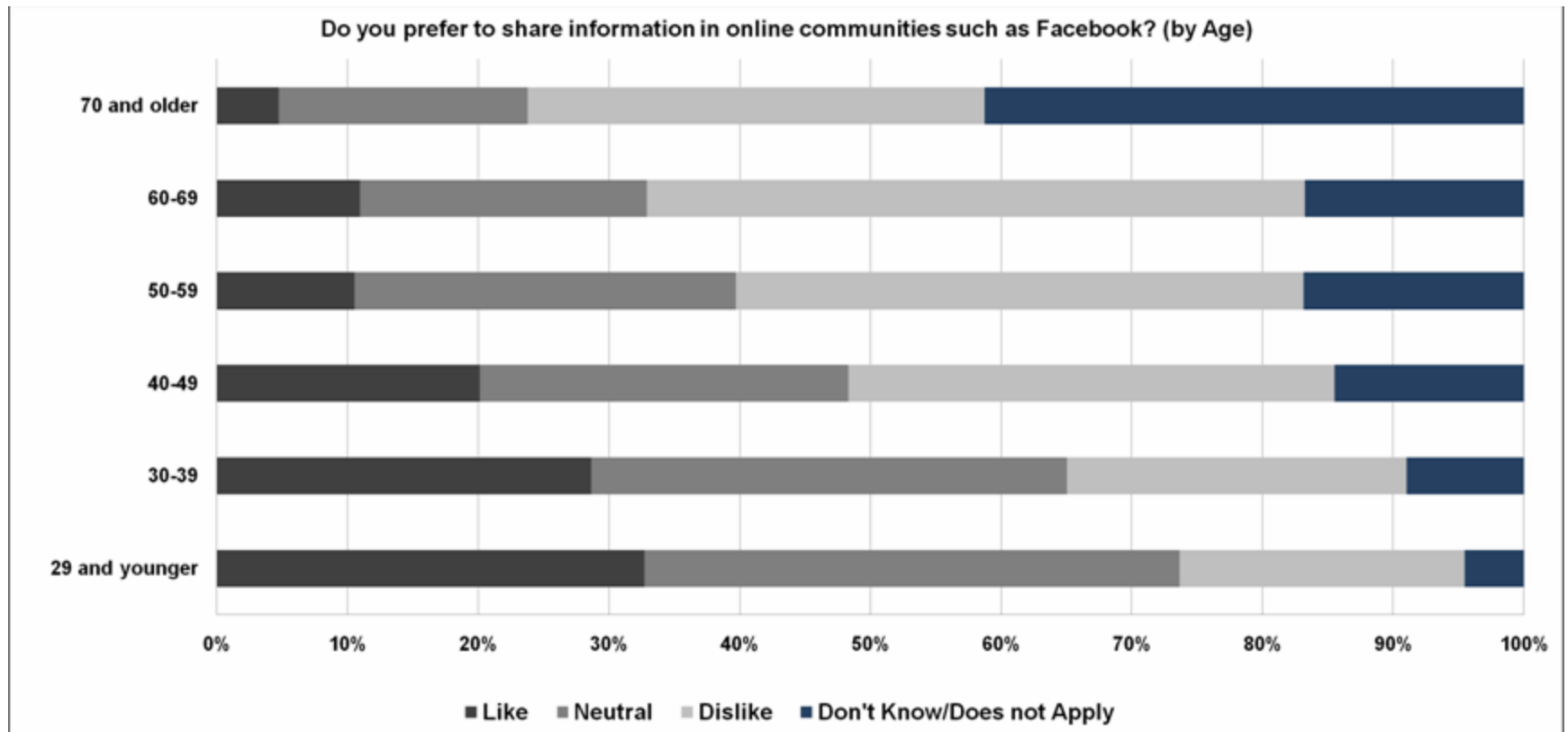


Online community usage is still in a minor role, but...

Source: New Zealand International Alumni Survey, 2009.

COMMUNICATION WITH ALMA MATER

Online Communities, by Age Bracket

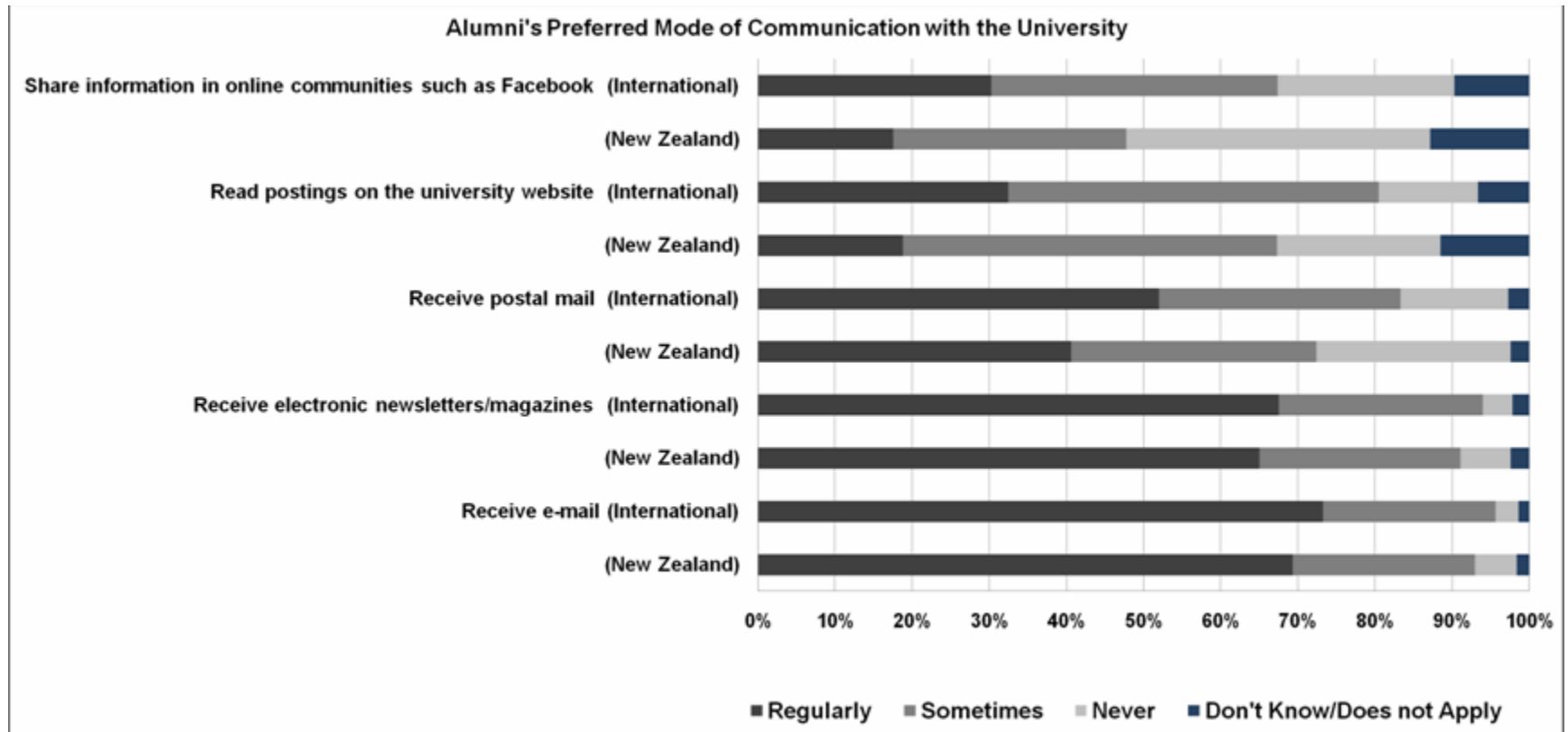


... Younger alumni are driving strong adoption trends

Source: New Zealand International Alumni Survey, 2009.

COMMUNICATION WITH ALMA MATER

International/NZ Alumni, by Mode of Communication

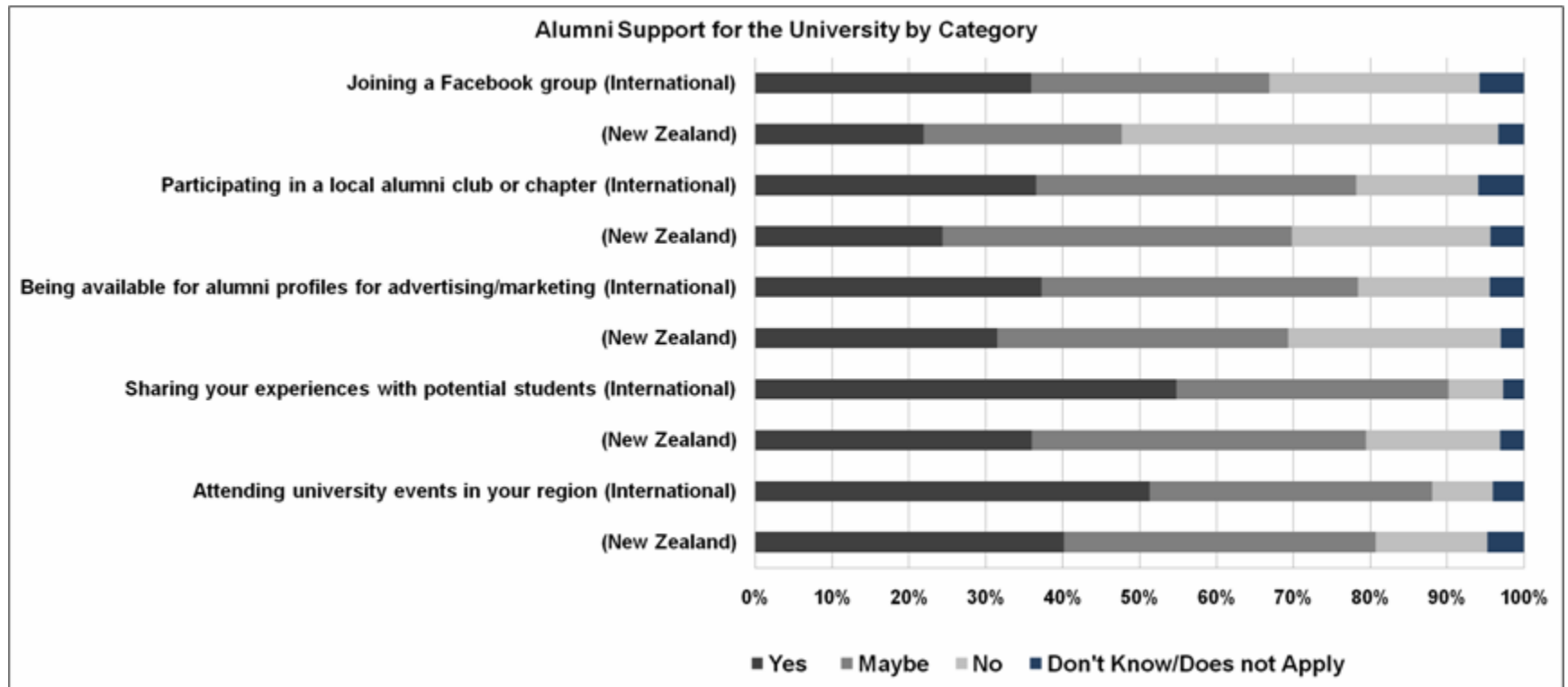


International alumni are more interested in staying in touch

Source: New Zealand International Alumni Survey, 2009.

ENGAGEMENT FOR ALMA MATER

International/NZ Alumni, by Support Category

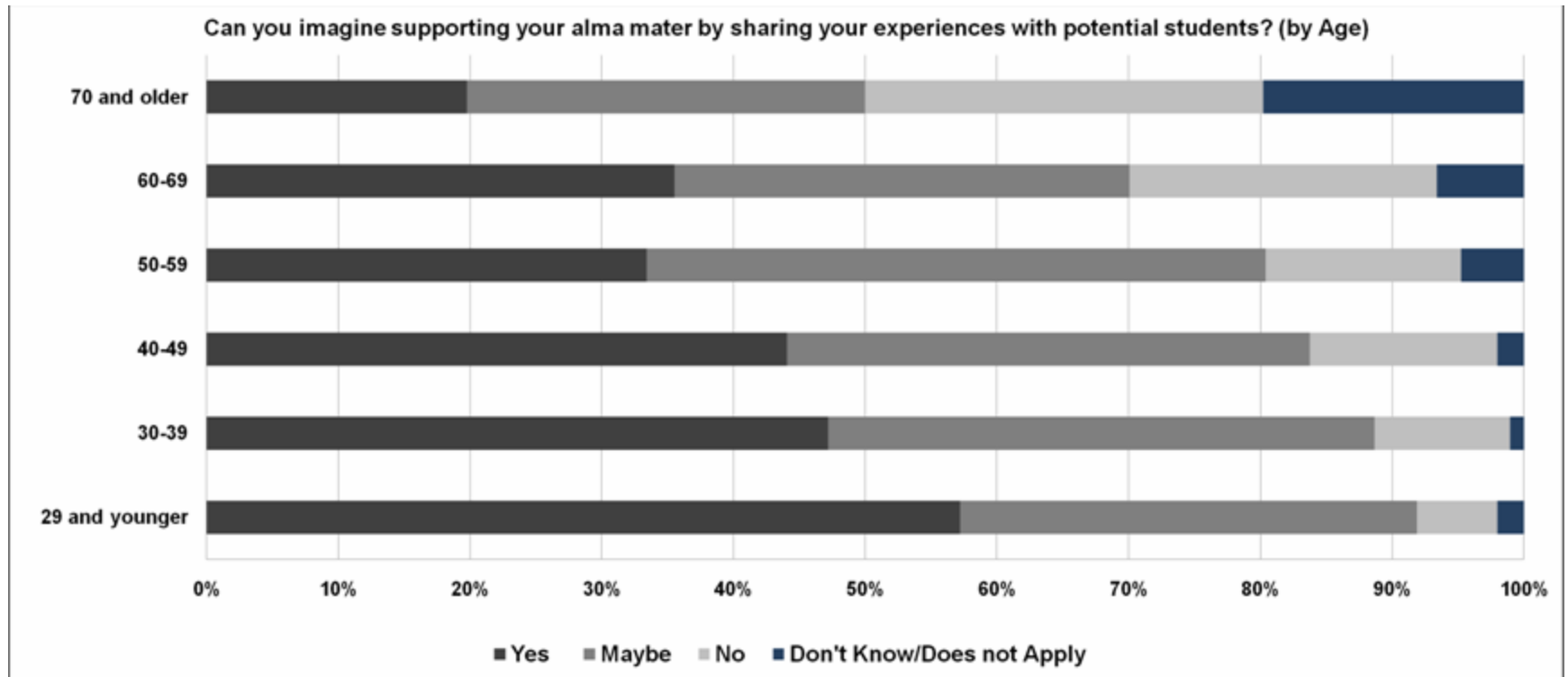


International alumni engage notably more than domestic alumni

Source: New Zealand International Alumni Survey, 2009.

ENGAGEMENT FOR ALMA MATER

Experience Sharing, by Age Bracket

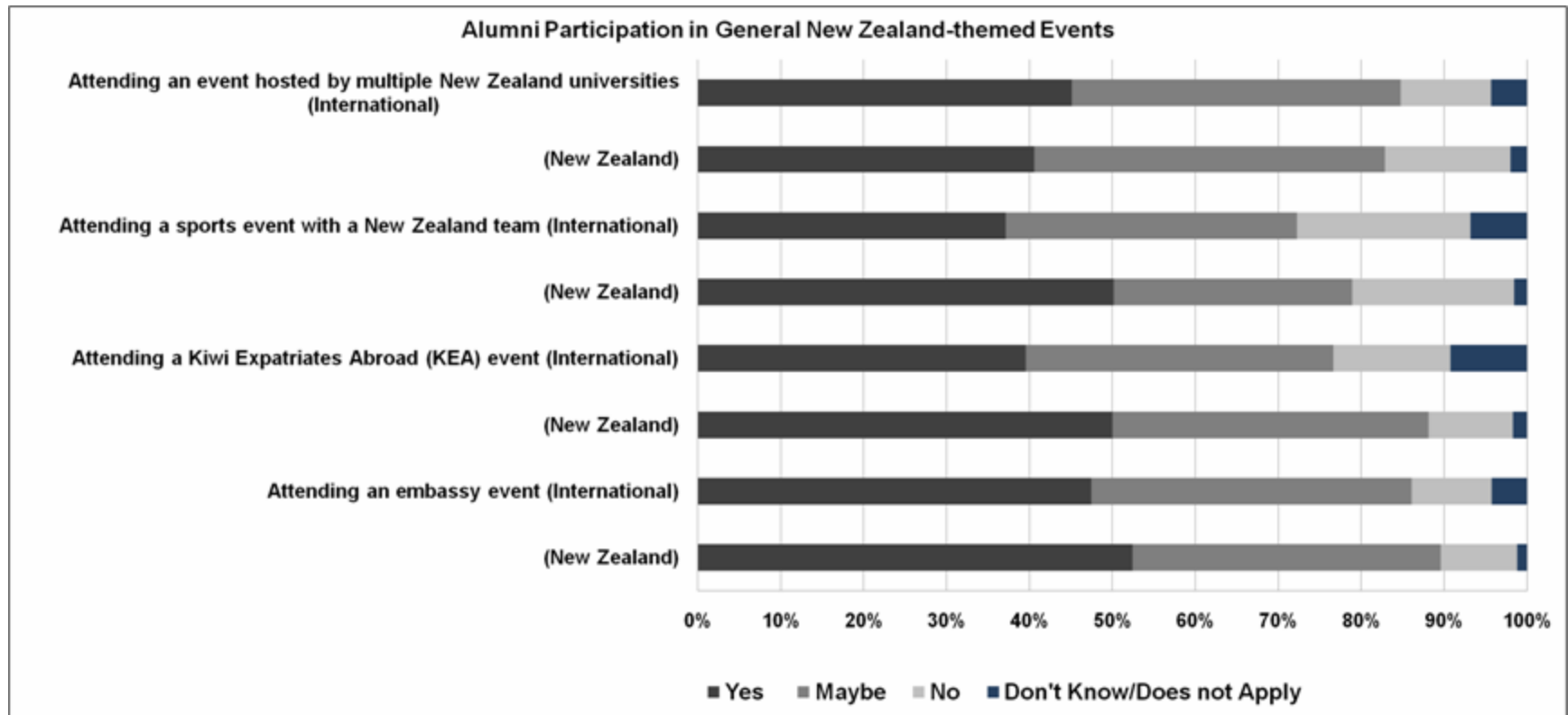


Especially younger alumni are willing to assist with recruiting efforts

Source: New Zealand International Alumni Survey, 2009.

ENGAGEMENT FOR ALMA MATER

International/NZ Alumni, by Event Participation

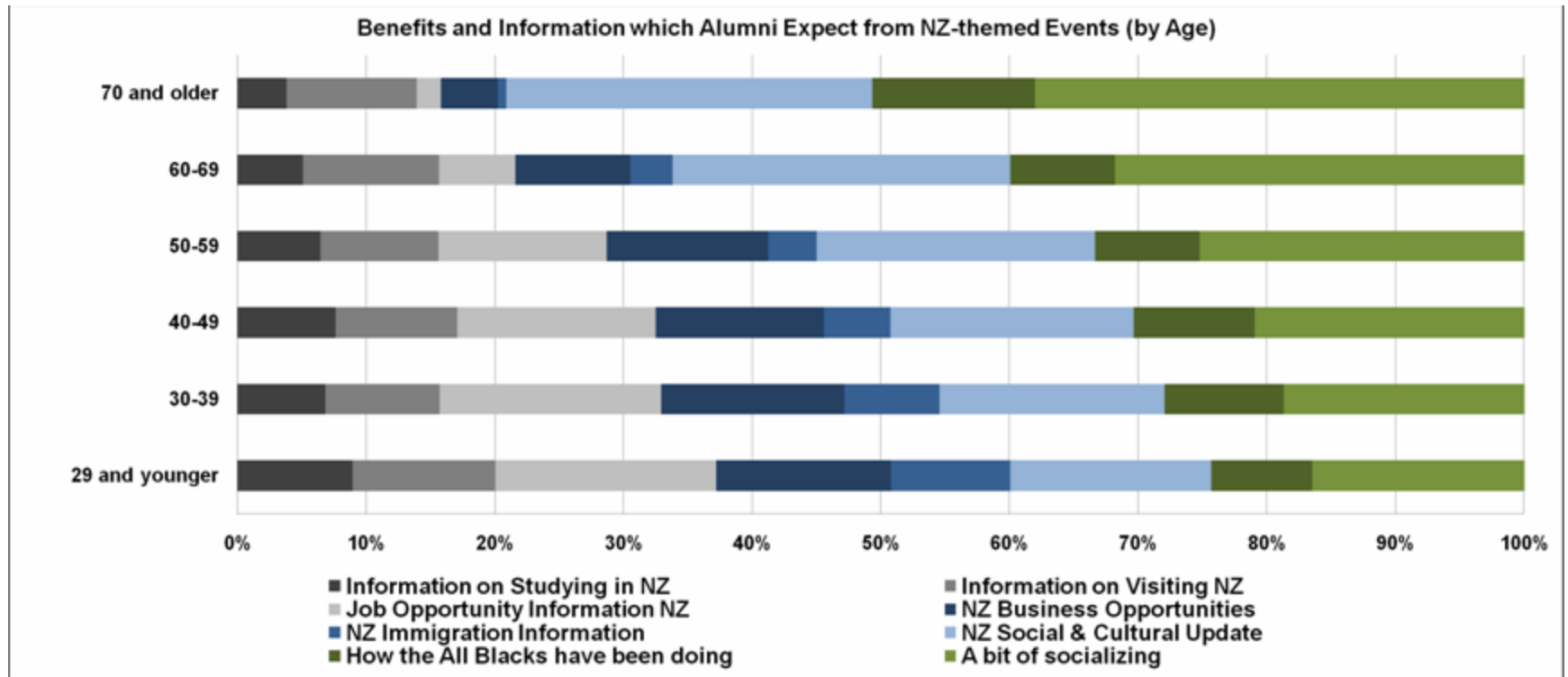


Differences in event participation are modest, but...

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.

- **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)**

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