



Universidad
de Navarra



BUILDING UNIVERSITIES'
REPUTATION

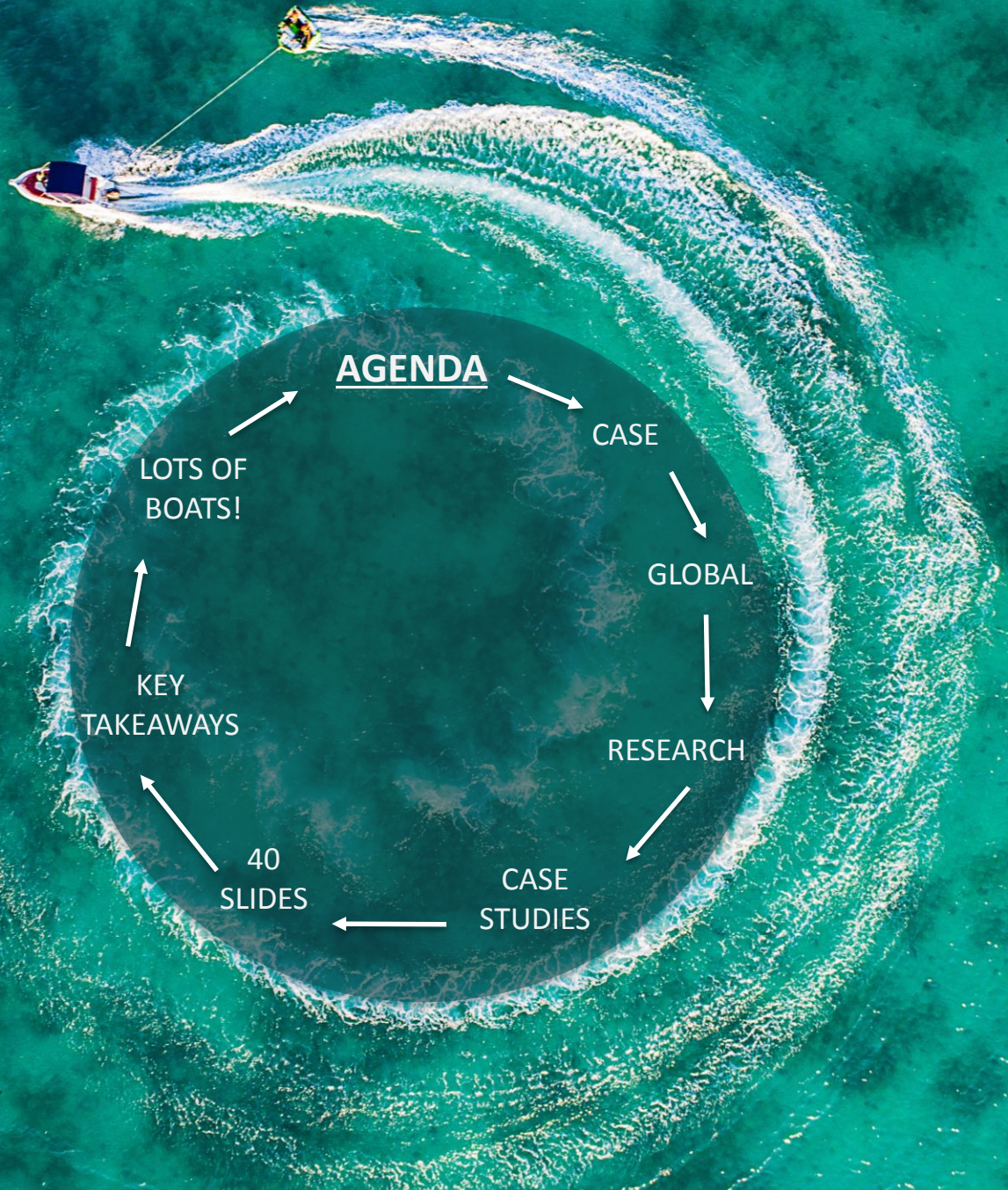


Alumni-Alma Mater Relations:

Global Perspective

Yashraj Jain, Research Manager, CASE

University of Navarra, Madrid, 03 October 2018



AGENDA

CASE

GLOBAL

RESEARCH

CASE STUDIES

40 SLIDES

KEY TAKEAWAYS

LOTS OF BOATS!

INTERNATIONAL
ALUMNI

IMPACT

SCHOLARSHIP

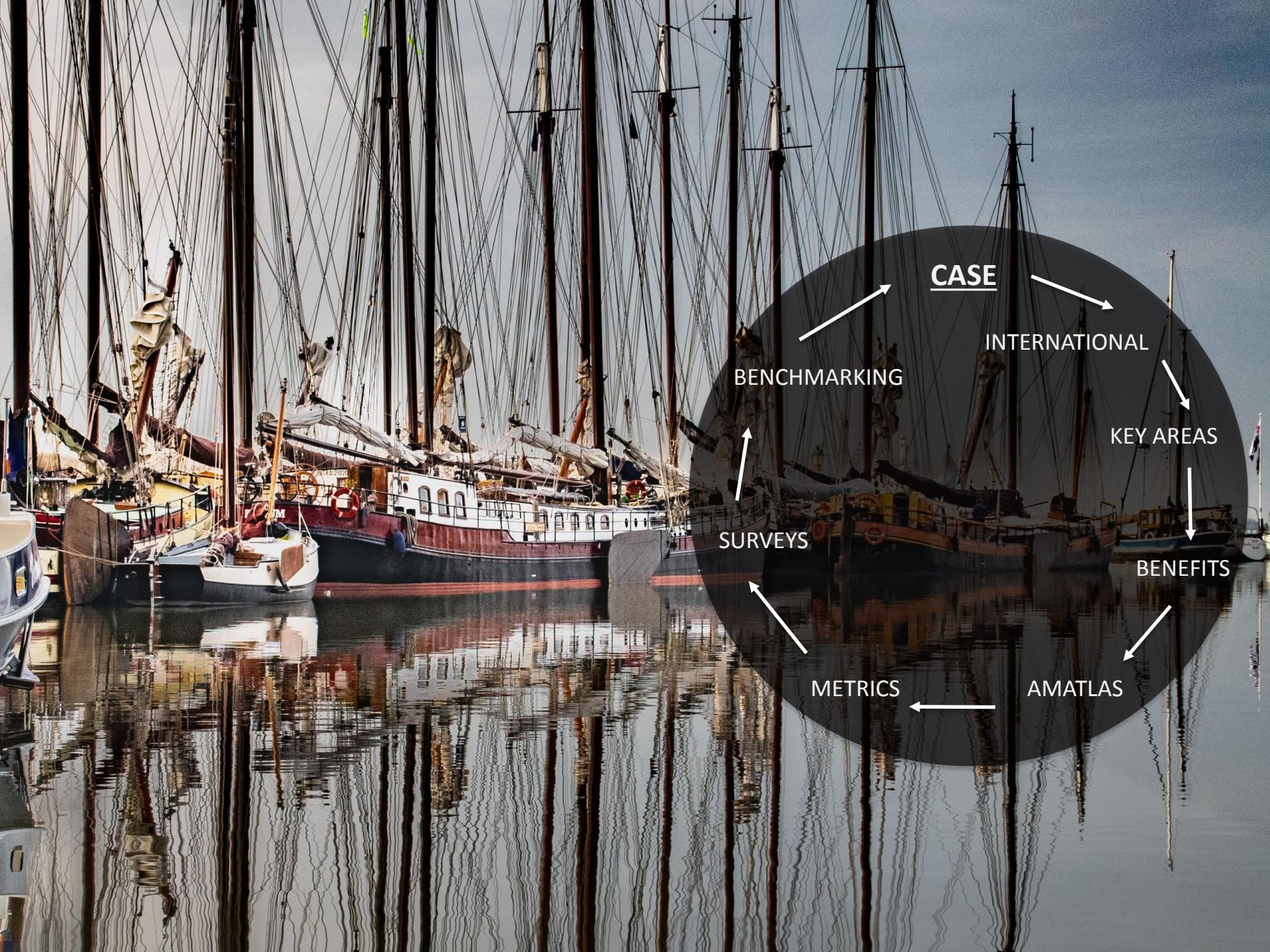
VOLUNTEER
AWARD

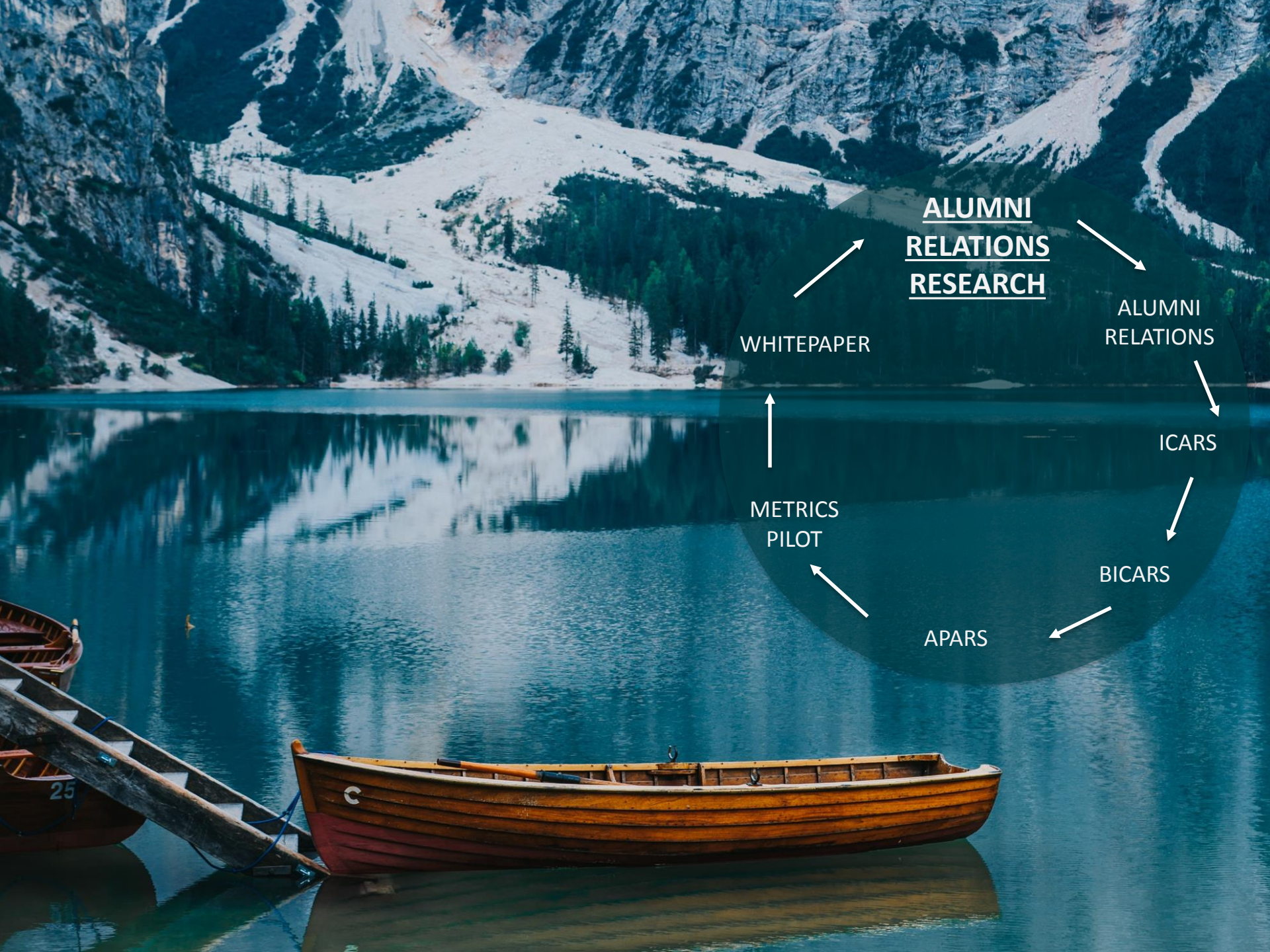
JUNIOR
ENTERPRISE

OLYMPICS

CHORAL
SOCIETY







ALUMNI
RELATIONS
RESEARCH

WHITEPAPER

ALUMNI
RELATIONS

ICARS

METRICS
PILOT

BICARS

APARS



ALUMNI
ENGAGEMENT
WHITEPAPER

VOLUNTEER

EXPERIENTIAL

PHILANTHROPIC

COMMUNICATION





METRICS PILOT

GUIDELINES

FRAMEWORK

INPUT

ACTIVITIES

OUTPUT

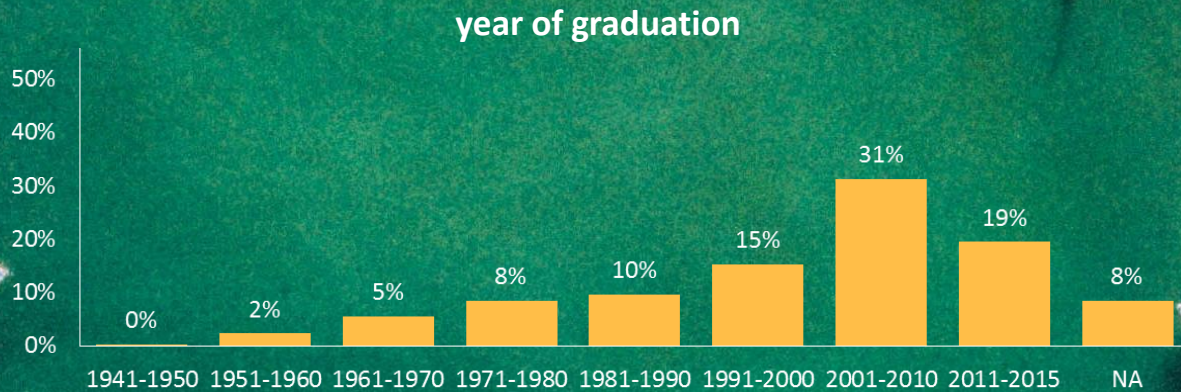
IMPACT

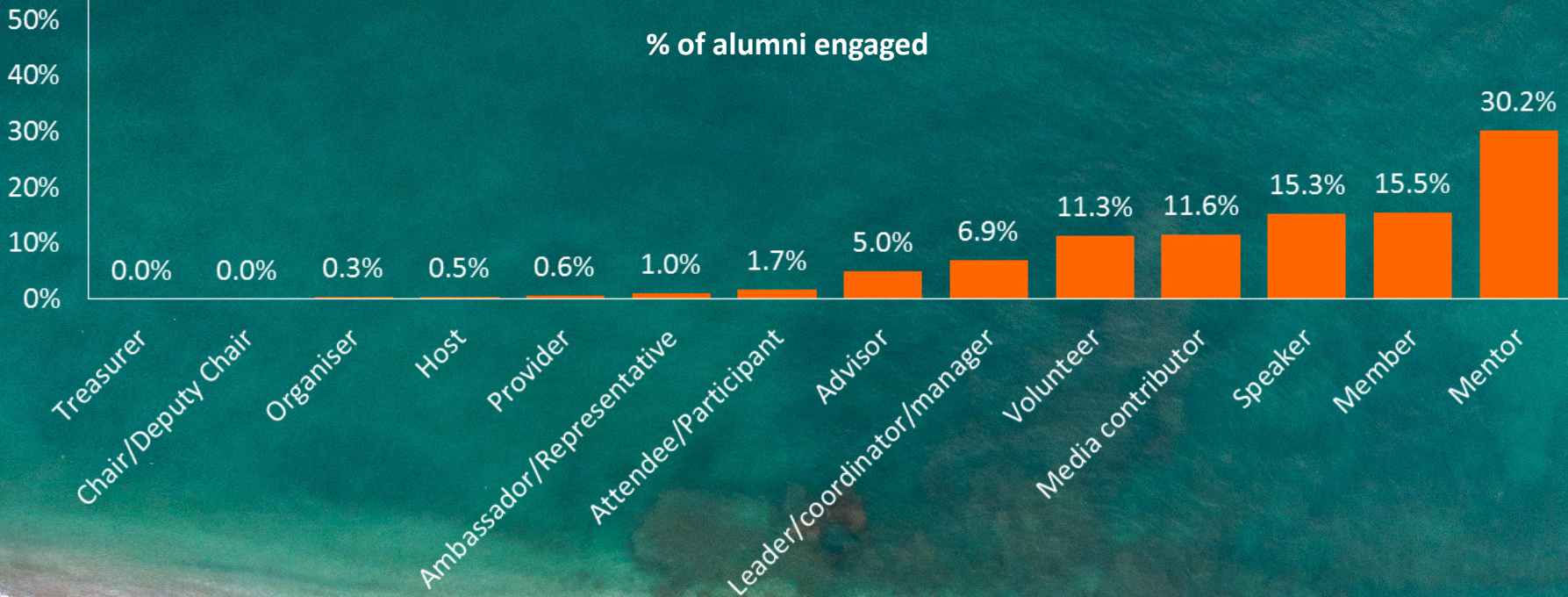
LEVEL OF ENGAGEMENT

LEVEL OF RESOURCE

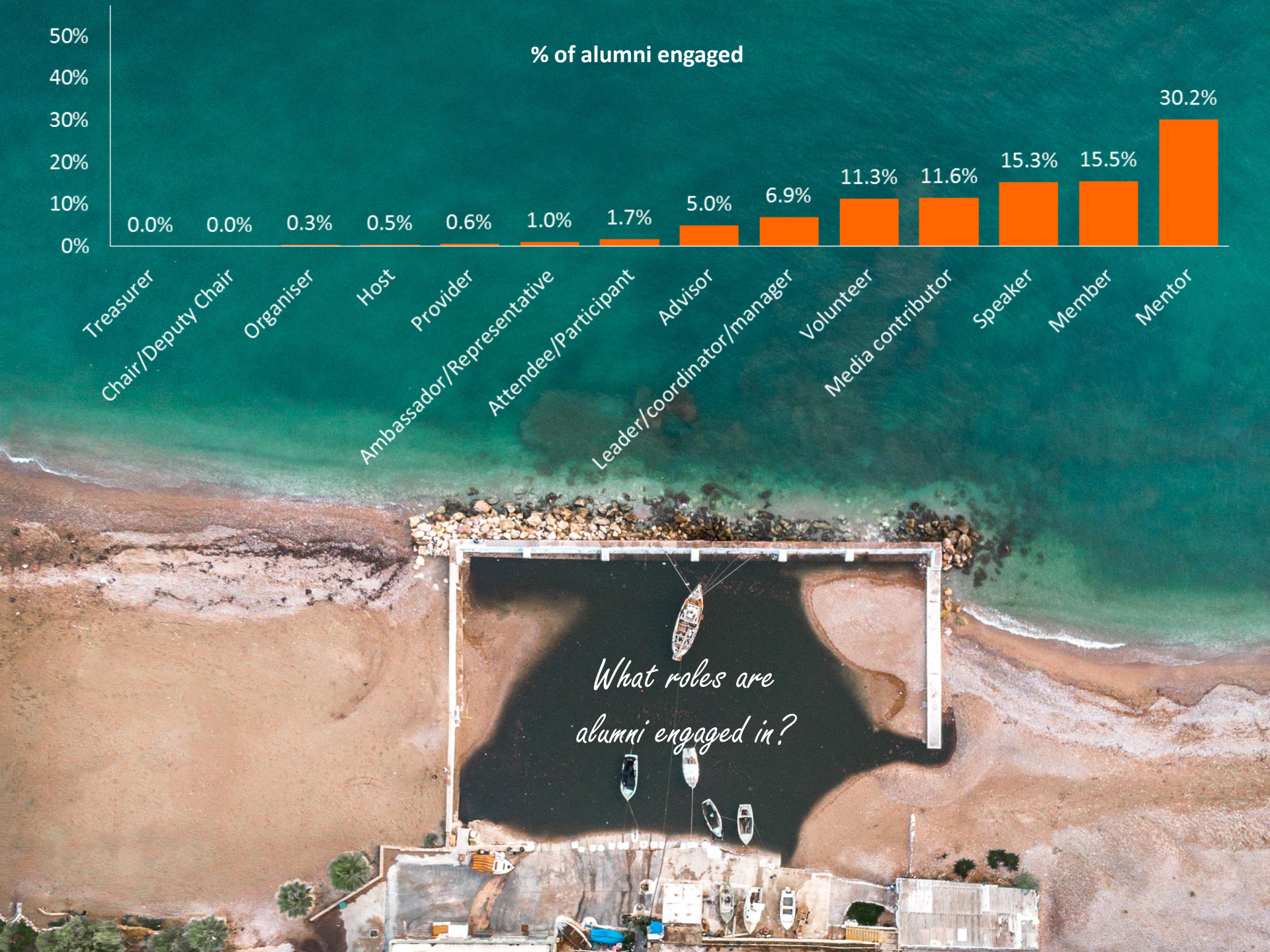
LEVEL OF IMPACT

What do engaged alumni look like?

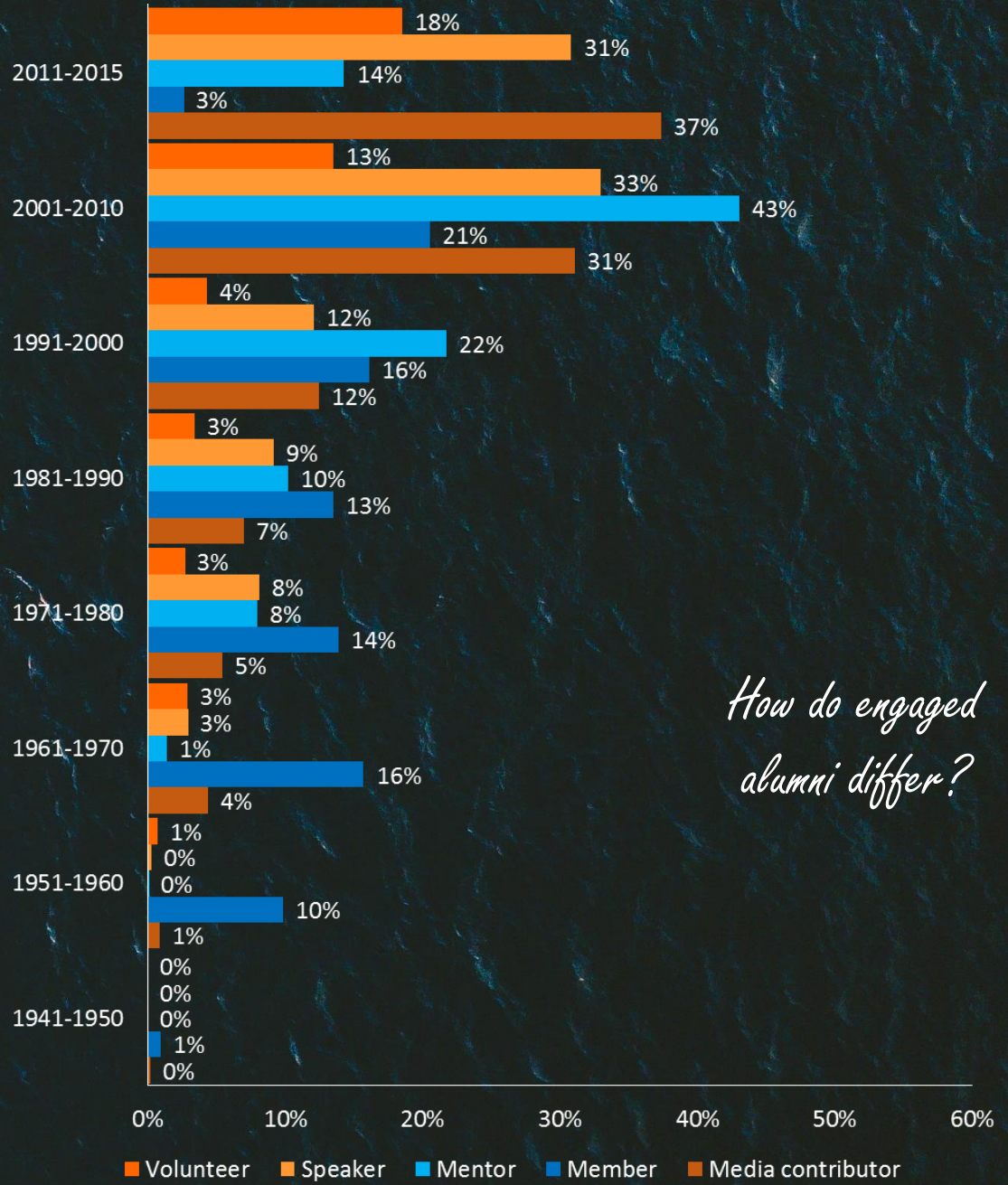




What roles are alumni engaged in?



% of alumni engaged by year of graduation



How do engaged alumni differ?



■ Volunteer
 ■ Speaker
 ■ Mentor
 ■ Member
 ■ Media contributor

ETH JUNIORS

ETH ZURICH

IMPACT

JUNIOR
ENTERPRISE
NETWORK

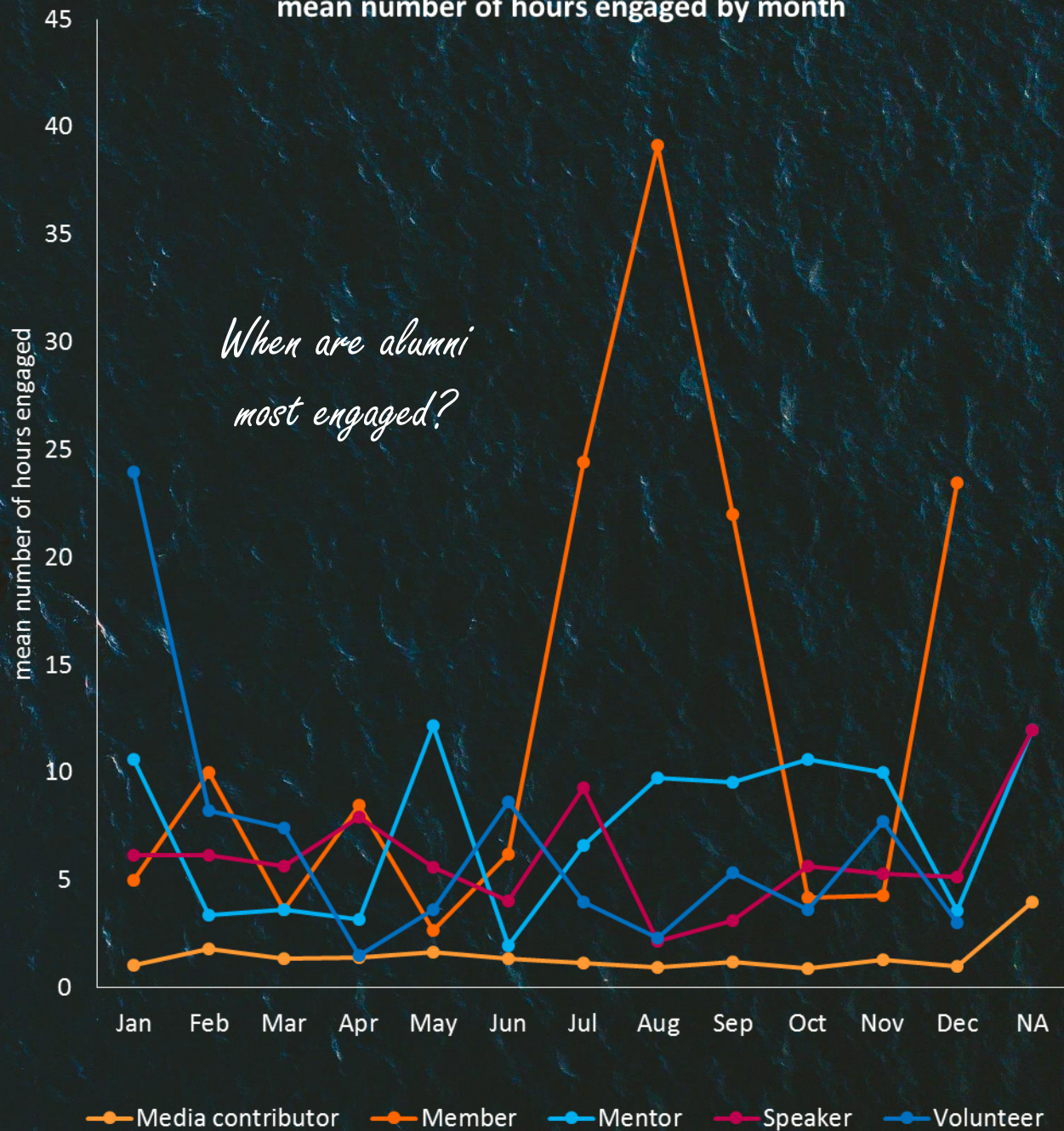
ETH SENIORS

JE FUND





mean number of hours engaged by month





PRESIDENT'S DINNER

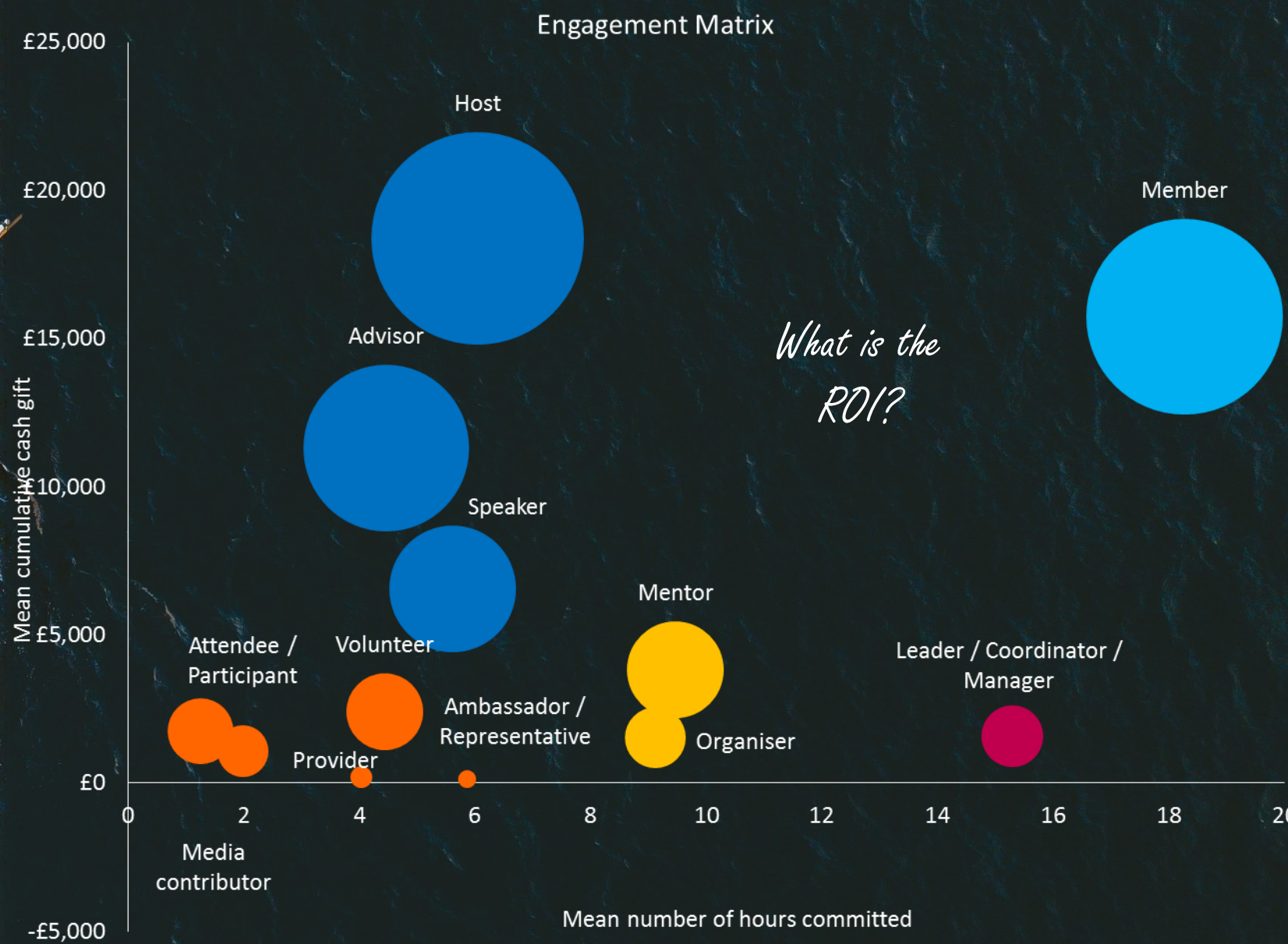
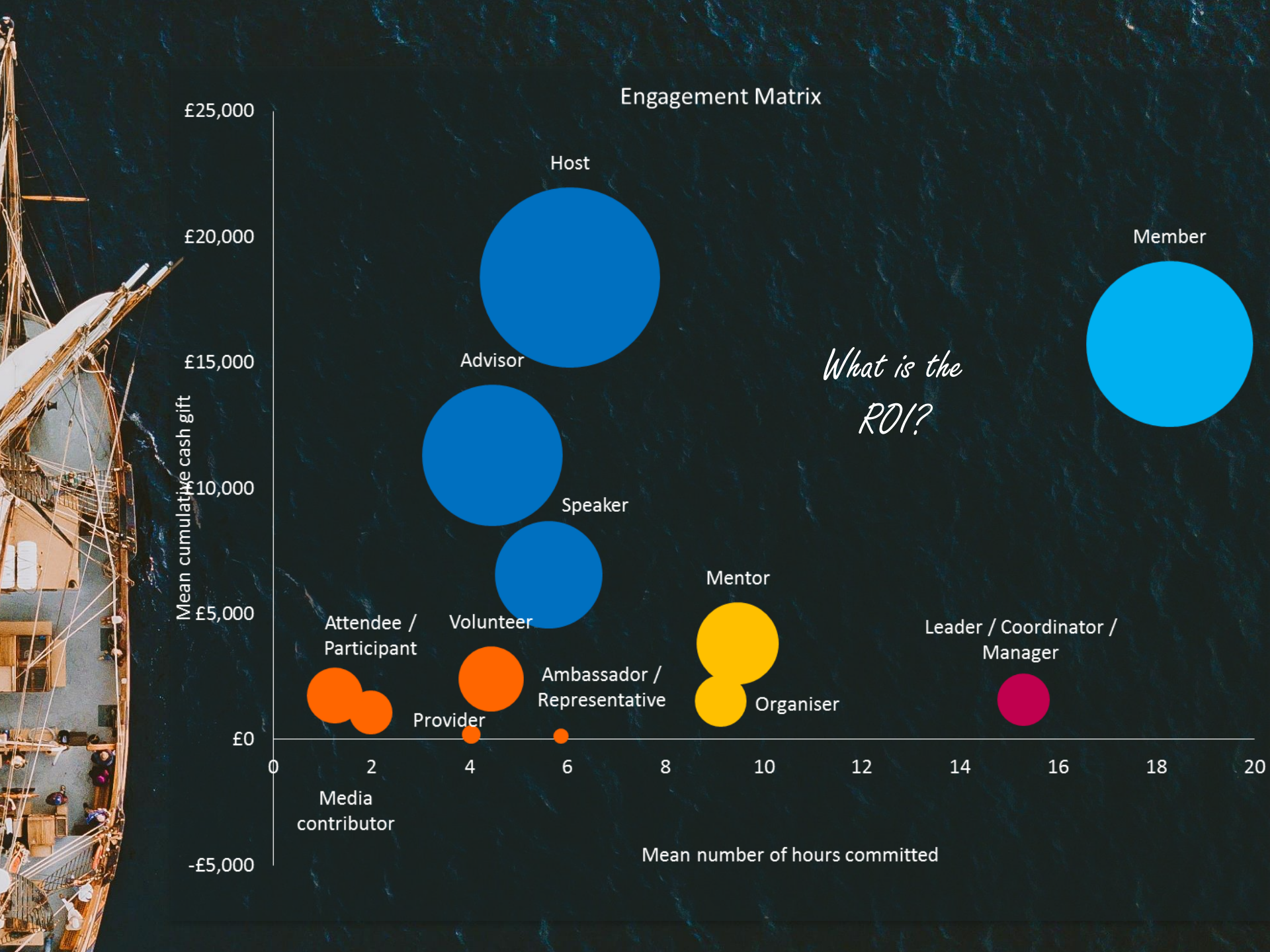
IMPACT

LAGOS
BUSINESS
SCHOOL

NATIONAL
SIGNIFICANCE

OUTPACED
PROJECTED
GROWTH

GRADUATE GIFT
SCHEME



BEYOND
THE FIRM

Stanford | *alumni*



BEYOND THE FARM

IMPACT

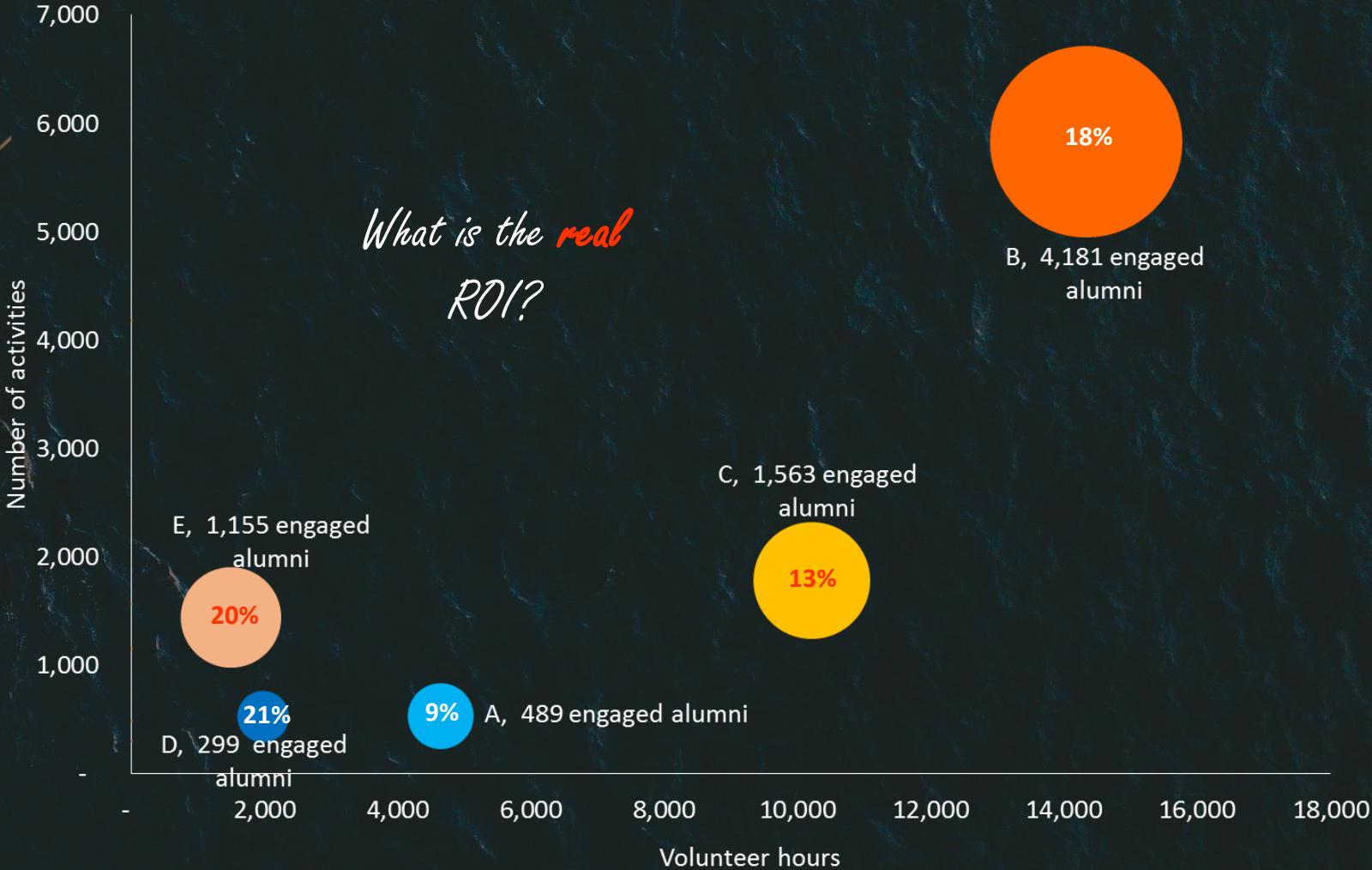
CULTURE OF
VOLUNTEERING

WORLDWIDE DAY
OF SERVICE

ALUMNI-LED

FULLY
RESOURCED

Engagement Matrix



MENTORING

UNIVERSITY OF
WESTMINSTER

ALUMNI + STUDENTS

FUNDING

WIDENING
PARTICIPATION

INTERNATIONAL
MENTORS

IMPACT





ENGAGING
FOR
EXCELLENCE

IMPACT

NEW REPORT

27 COUNTRIES

INTERACTIVE

143 INSTITUTIONS



143

institutions from 27 countries



14.4 million

living and contactable alumni



827

alumni relations staff



€ 25 million / £22 million

non-staff alumni relations budget



8,371

alumni events organised



208,322

alumni attendees



147,064

alumni donors

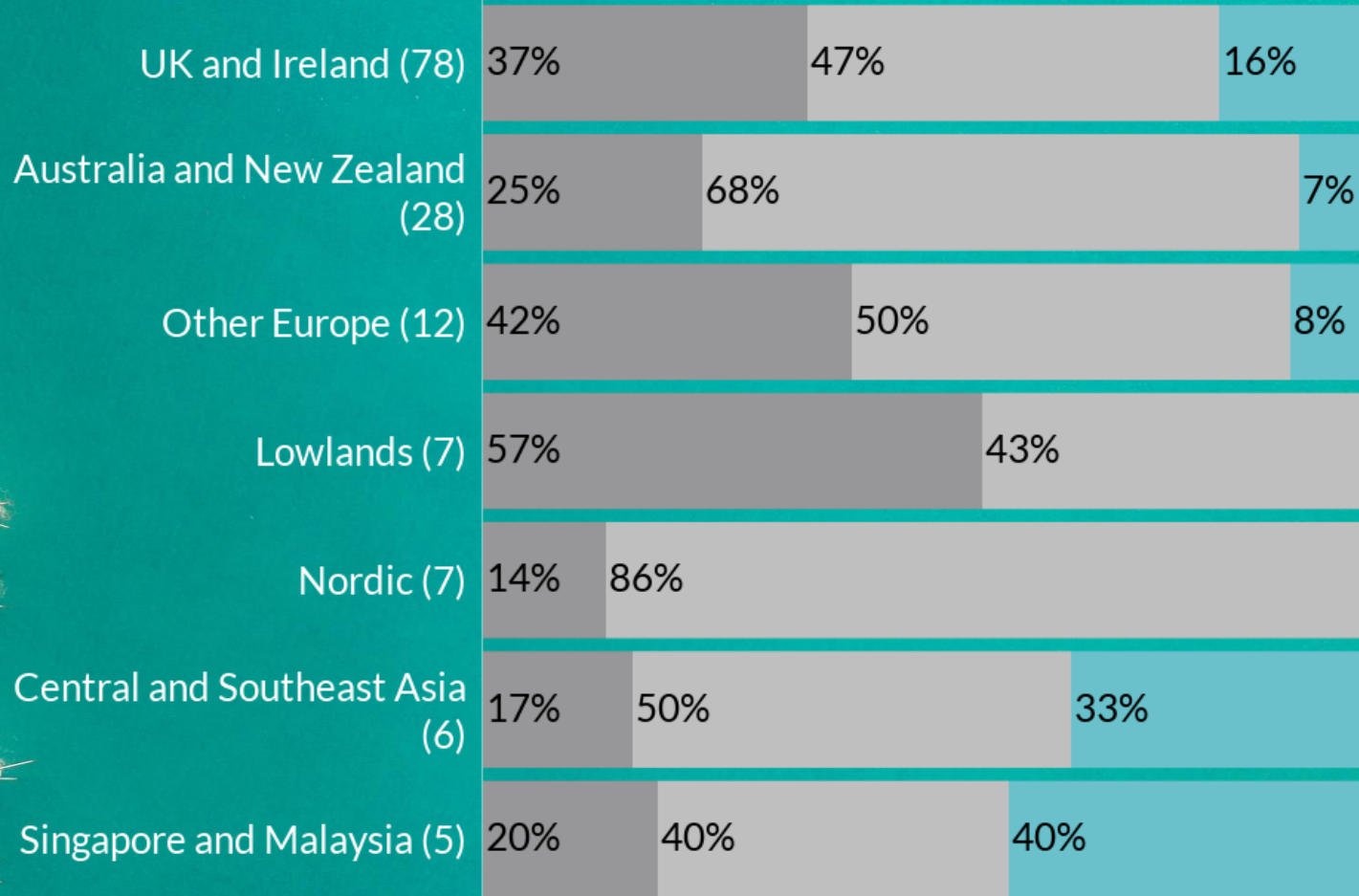


26,425

alumni volunteers

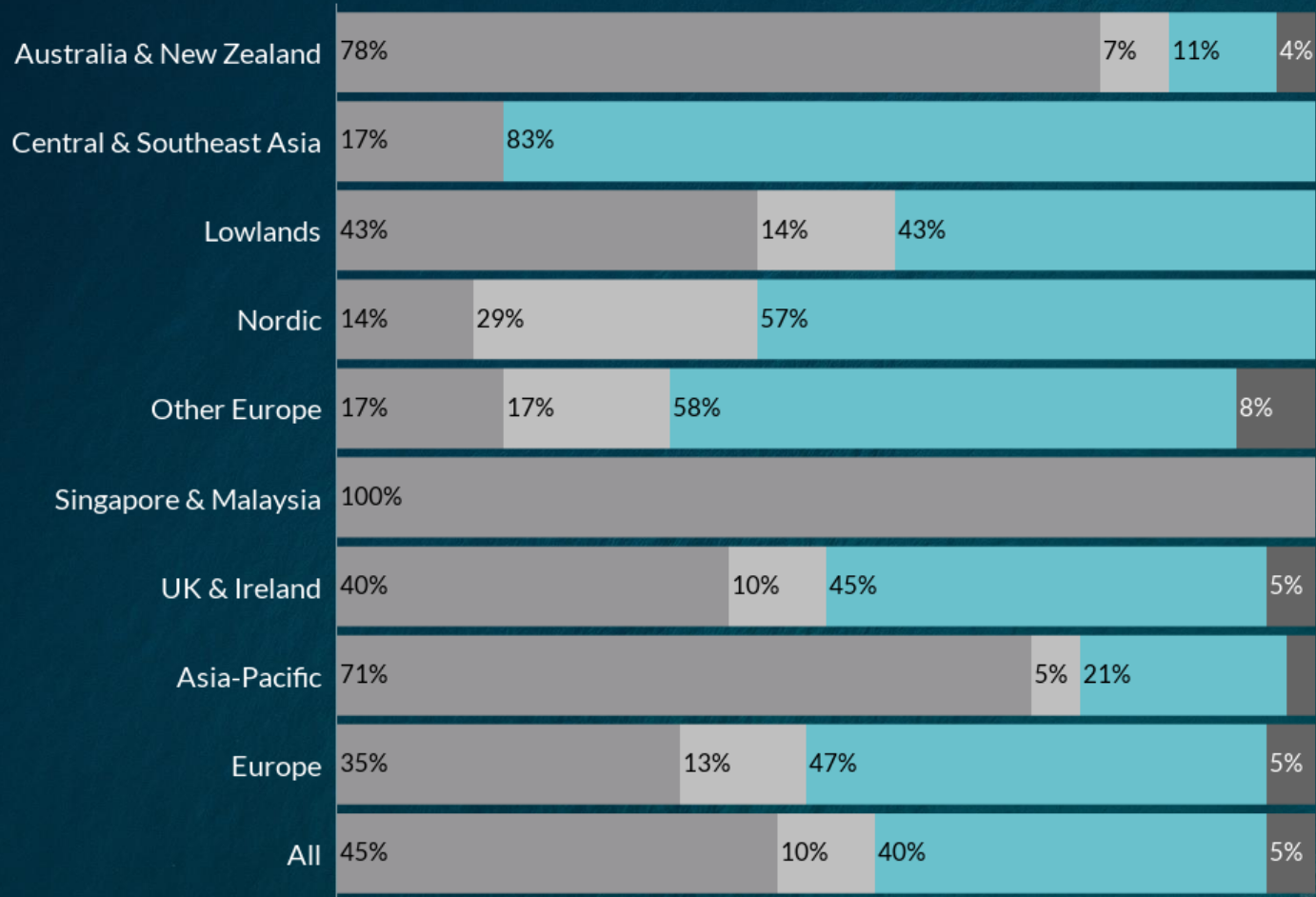


% of institutions by maturity



● Mature (48) ● Intermediate (76) ● Startup (19)

% of institutions with an alumni strategy



● Yes, adopted
 ● Yes, to be adopted in the next 12 months
 ● Yes, in progress
 ● No alumni strategy

ALUMNI SABANA,
ALWAYS IN TOUCH

IMPACT


LA SABANA
UNIVERSITY

GOAL
CONGRUENCE

MEASURING
IMPACT

CROSS-
ORGANISATIONAL





ALUMNI SABANA	2012	2013	2014	2015	2016	2017
Alumni	37,206	39,178	43,628	43,600	50,652	54,004
Activities	16	110	119	145	221	215
Engaged alumni in core activities	1,866	6,599	7,877	7,390	8,394	8,731
Engaged alumni in secondary activities	6,360	9,148	14,005	20,633	18,751	28,324
Total engaged alumni	8,226	15,747	21,882	28,023	27,145	37,055
Alumni participation rate	22%	40%	50%	64%	54%	68%



age of programmes offered





WHAT IT TAKES

14 TALKS + 269
ALUMNI + 767
STUDENTS + AWARD

UNIVERSITY OF
WESTMINSTER

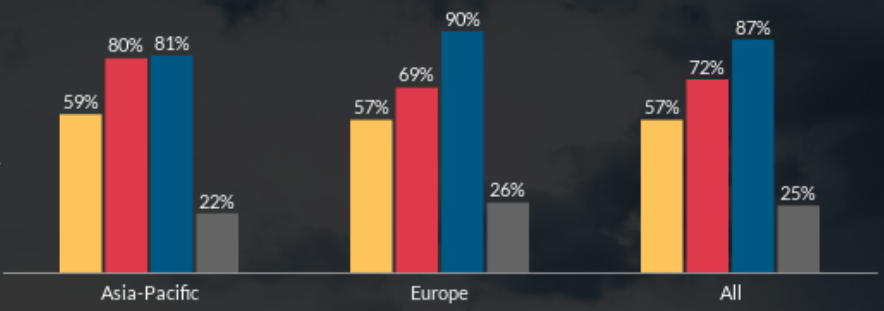
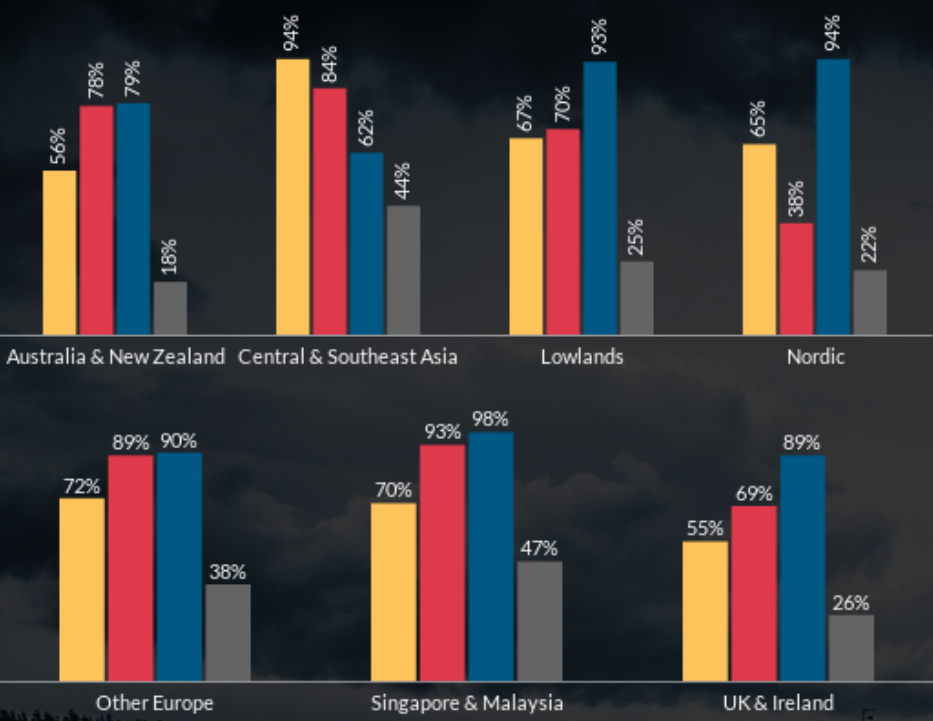
SOCIAL
MOBILITY

ALUMNI + STUDENTS

AWARENESS +
RELEVANCE

OUT-OF-
THE-BOX
SUBJECTS

% of contactable alumni



- Email addresses
- Phone numbers
- Postal addresses
- Employment information





#istandwithCEU

CRISIS
COMMUNICATIONS

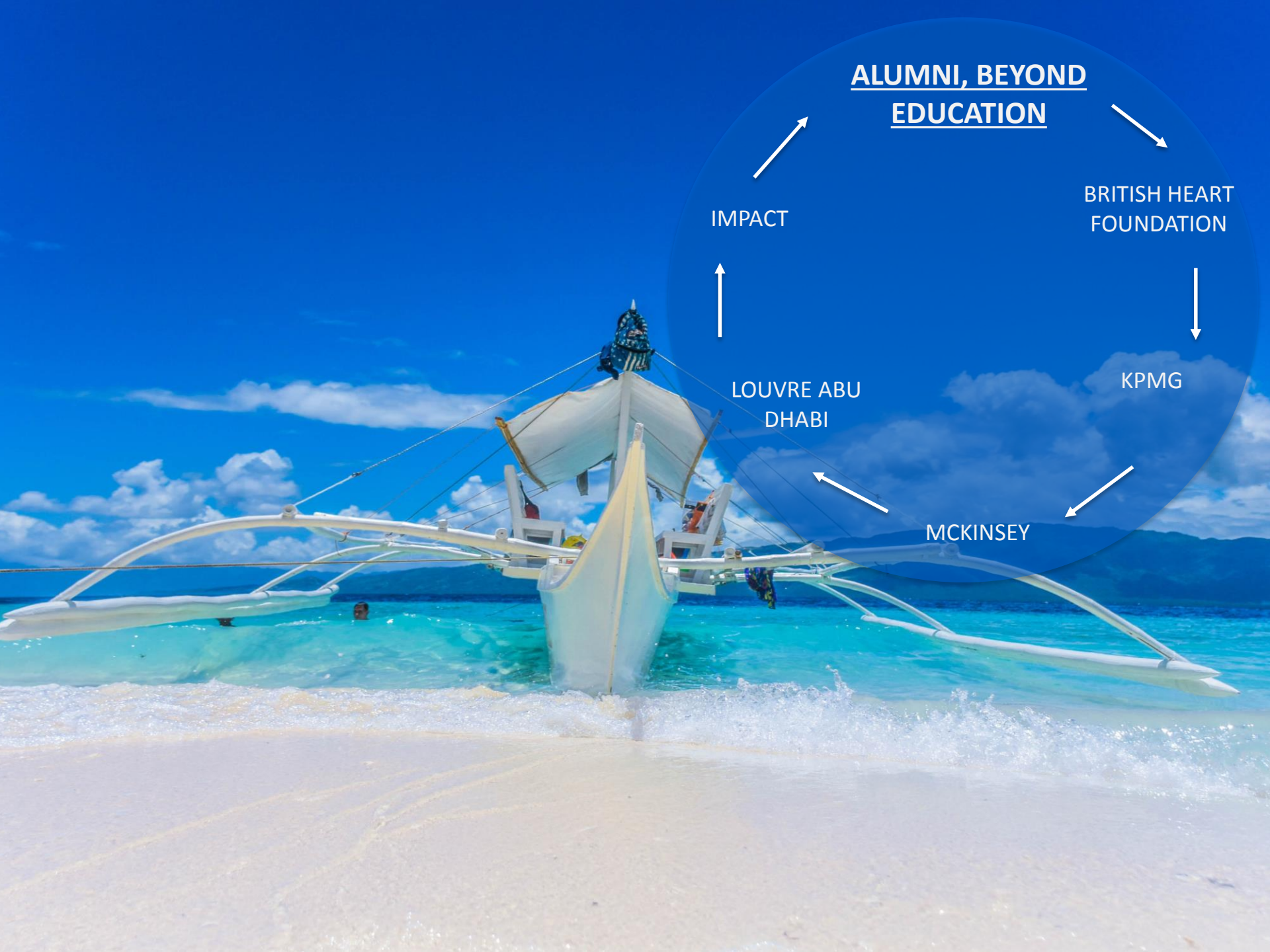
IMPACT

TEAM WORK



British Heart
Foundation

[bhf.org.uk/alumni](https://www.bhf.org.uk/alumni)



ALUMNI, BEYOND
EDUCATION

IMPACT

BRITISH HEART
FOUNDATION

LOUVRE ABU
DHABI

KPMG

MCKINSEY

GLOBAL RANKINGS

IMPACT

ALUMNI
FACTOR

THE REPUTATION
RANKING

QS GRADUATE
EMPLOYABILITY
RANKINGS

CWUR



1. ALUMNI
ENGAGEMENT
MODELS

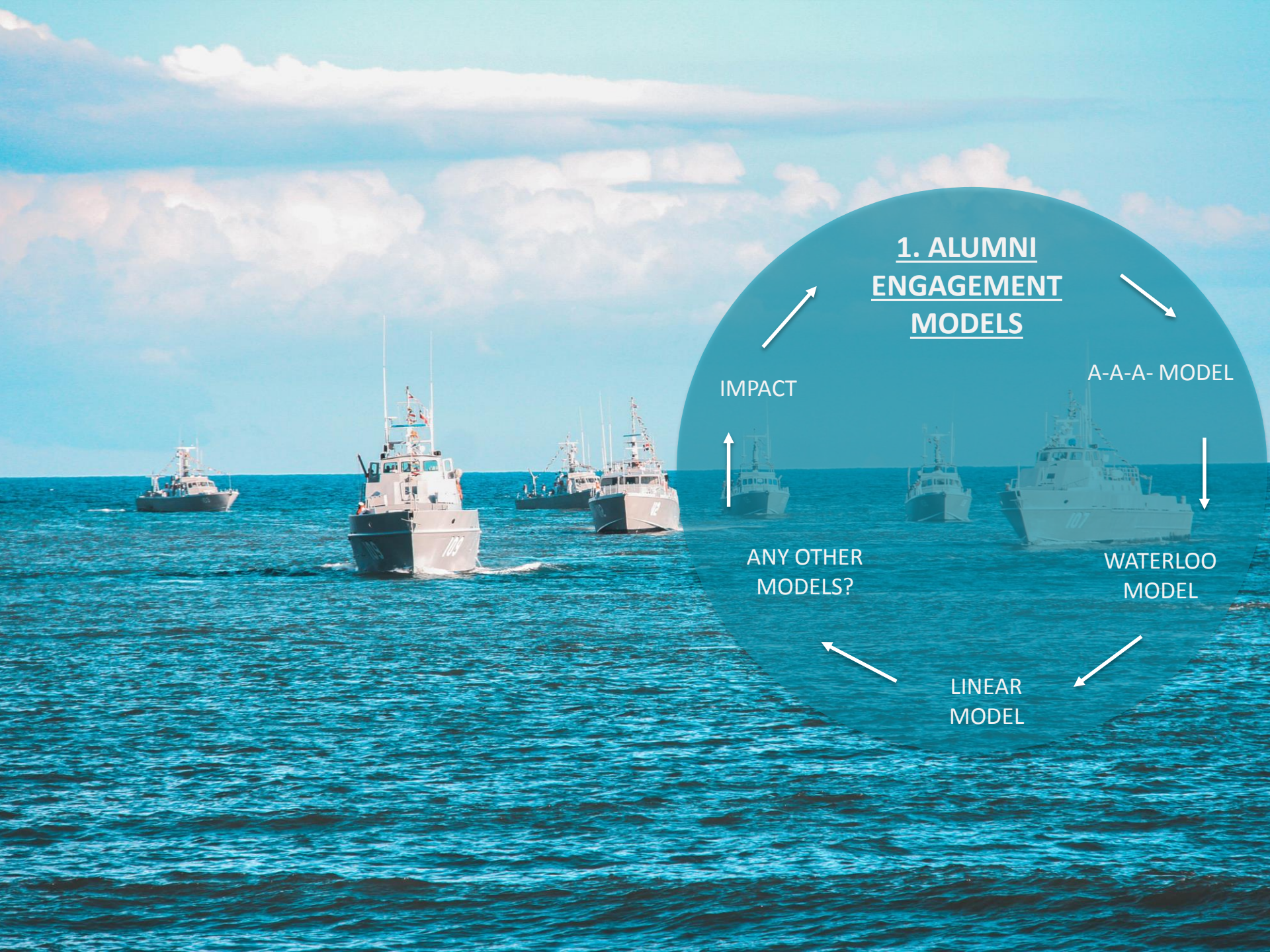
IMPACT

A-A-A- MODEL

ANY OTHER
MODELS?

WATERLOO
MODEL

LINEAR
MODEL





A-A-A MODEL

ACTION (And
Impact)

AFFINITY (And
Engagement)

ACTIVITY (And
Operations)

WATERLOO MODEL

Impact levels

POTENTIAL
LEADERS

LEADERS

SLEEPERS

CHAMPIONS

Engagement levels





LINEAR
MODEL

→
ATTRACTION

CONNECTION

AFFECTION

INFLUENCE
→

2. KEY FEATURES



3. REPUTATION

IMPACT

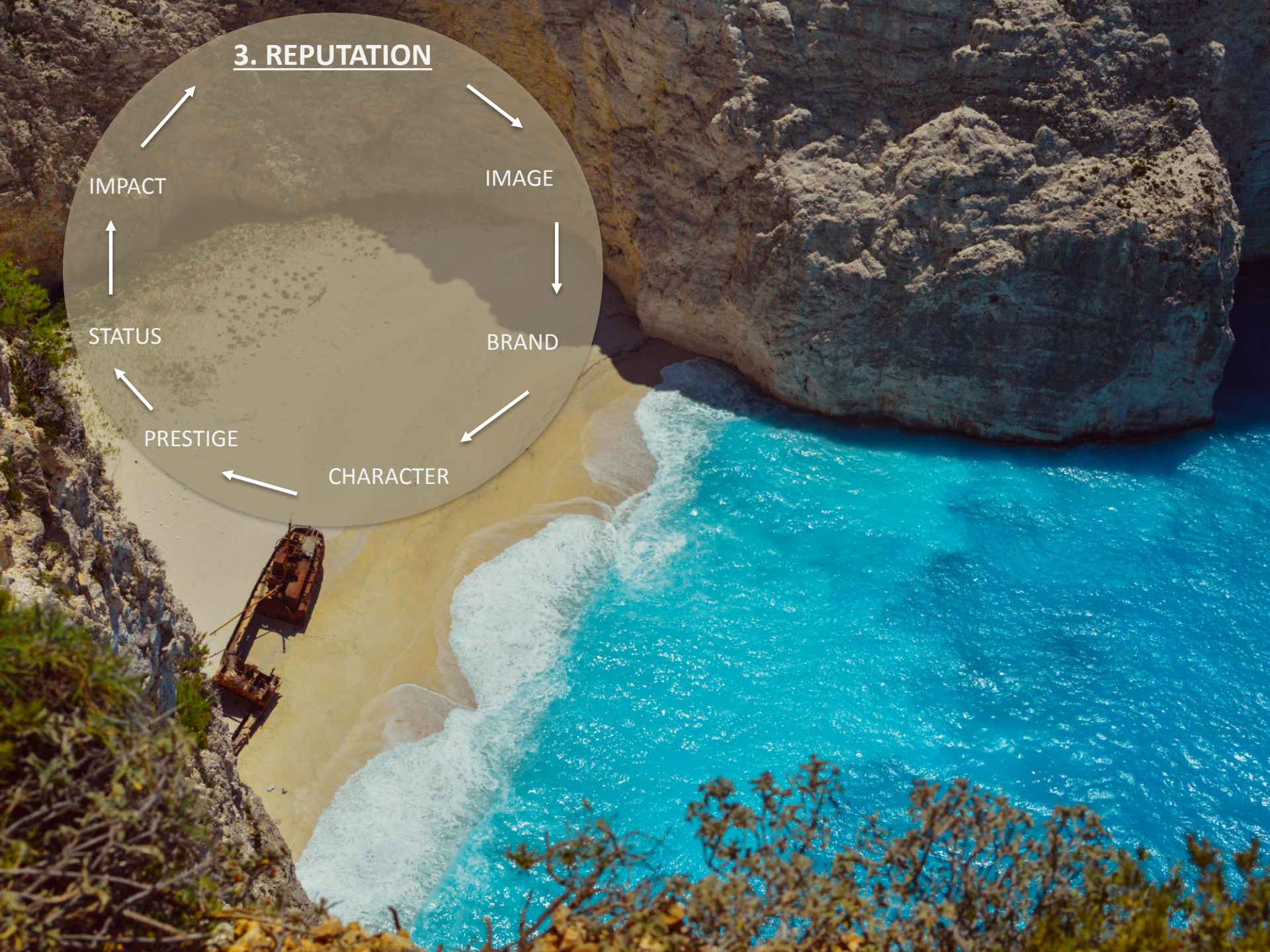
IMAGE

STATUS

BRAND

PRESTIGE

CHARACTER



4. ALUMNI + REPUTATION

LARGEST
PERMANENT
STAKEHOLDER

TANGIBILITY-
INTANGIBILITY
CONTINUUM

LONG-TERM

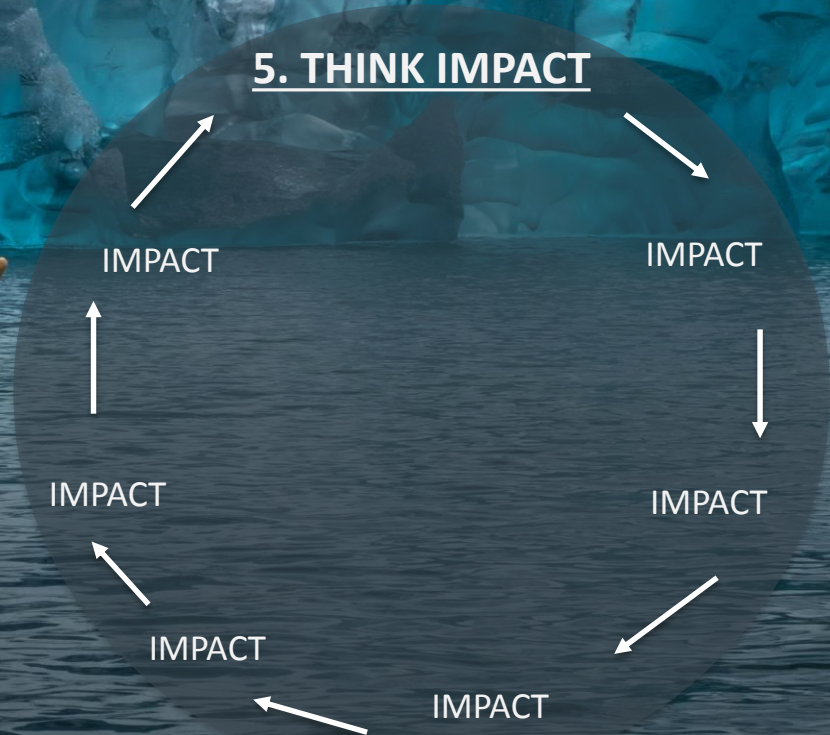
AWARENESS

RECIPROCALITY





5. THINK IMPACT



THANK YOU

LONDON
CALLING

QUESTIONS?

Copyright: CASE
yjain@case.org

