



# Keep the flame lit

Engagement strategies

**Jacob Jensen**

Senior Executive Officer – Alumni Manager  
DTU – Technical University of Denmark

# My background

## Institutions:

- Aarhus School of Business (2002-2012)
- Aarhus University (2012-2017)
- DTU – Technical University of Denmark (2017-)

## Areas of work:

- Communication
- Alumni Relations
- Data
- Events
- Engagement
- Other external relations and collaborations



## Agenda

### Who to engage and how?

- Segments vs. offers and engagement opportunities

### How to categorise and measure engagement?

- Engagement roles
- Engagement categories
- Metrics

### How to ensure continued engagement?

- Stewardship

## Engagement – the core of our work

### DTU Alumni's **Mission:**

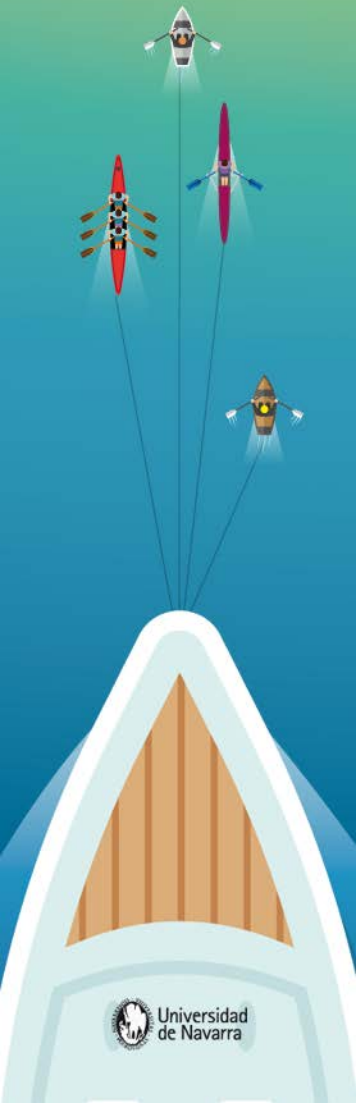
*DTU Alumni establishes lifelong relations for everyone with an educational background from DTU for the benefit of society, DTU, and our alumni.*

### DTU Alumni's **Vision:**

*Through various offerings and by involving our alumni in DTU's development, DTU Alumni will create **lifelong engaging relations** between the university and our alumni.*

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REPUTATION  
AMBASSADORS

# Who to engage and how?

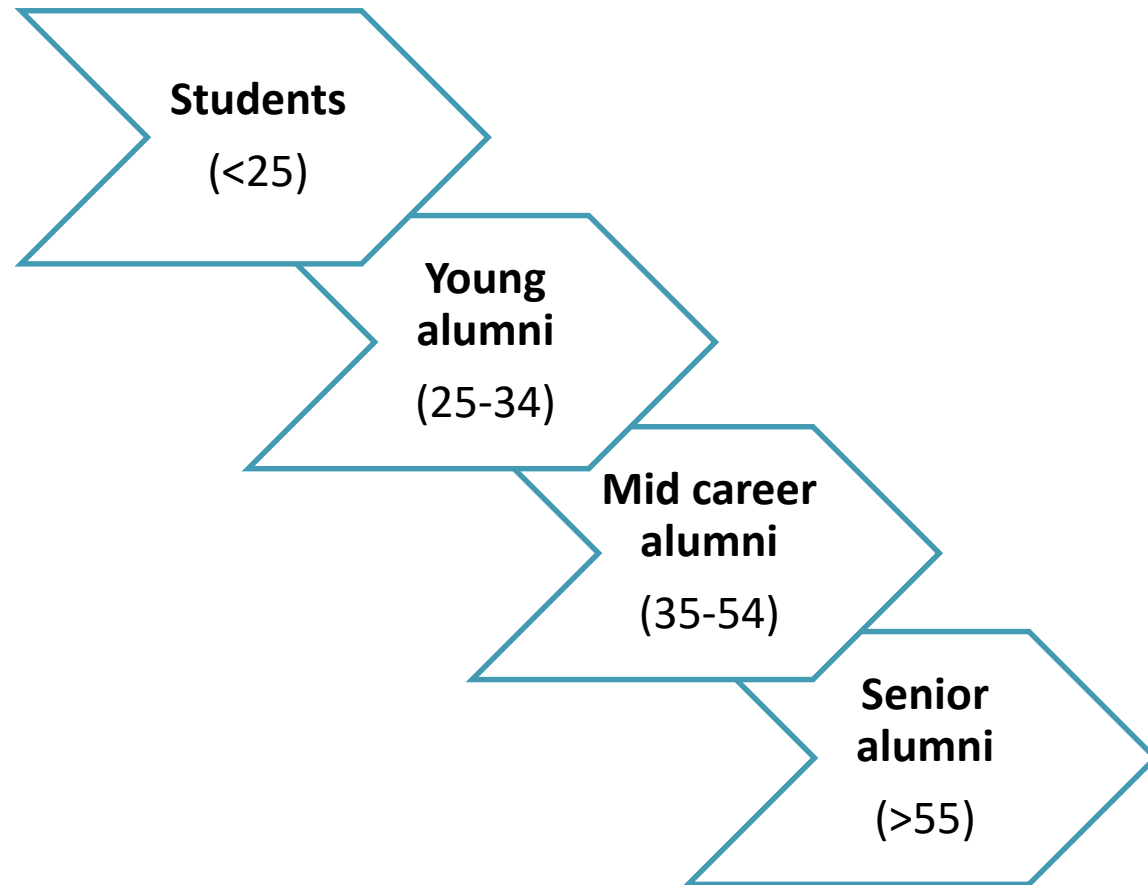




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## Lifelong relations

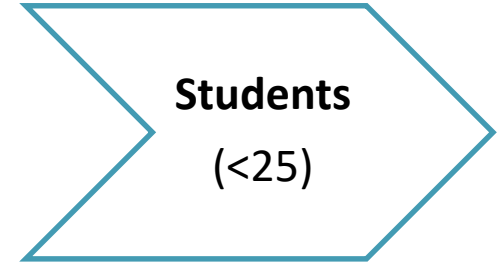




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## Students



### *General characteristics:*

- Close relation to university (part of daily life)
- Often unaware of alumni relations

## Young alumni

Young  
alumni  
(25-34)

### *General characteristics:*

- Graduated within past 10 years (some may be PhD students)
- Still close connection to university
- Starting career
- Interested in career development
- Network is important



## Mid career alumni



### *General characteristics:*

- Graduated 10-30 years ago  
(some may be continuing education students)
- Strong (profesional) network
- Busy family/work life
- Set Sharp priorities

## Senior alumni

### *General characteristics:*

- Graduated 30+ years ago
- Strong (professional) network
- Very experienced
- No children living at home
- More time available

**Senior  
alumni**  
(>55)



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## Other ways of segmenting

- Generations (x/y/z)

Across ages:

- Education type
- Interests
- Gender
- Ethnicity
- Nationality
- Geography
- ...

Either way you do it, **a framework is useful!**

# Offers

## What do you offer your alumni?

- Newsletters/magazines/other communication
- Invitations to alumni events or other relevant events
- Graduation ceremonies
- Jubilee events
- Career events (eg. about LinkedIn)
- Mentor programmes
- Job bank
- Alumni meeting place
- Continuing education offers
- Library resources
- Discounts
- ...

# Engagement opportunities

In which ways do you invite your alumni to engage with your institution?

**Time** and/or **money** (plus **data**)

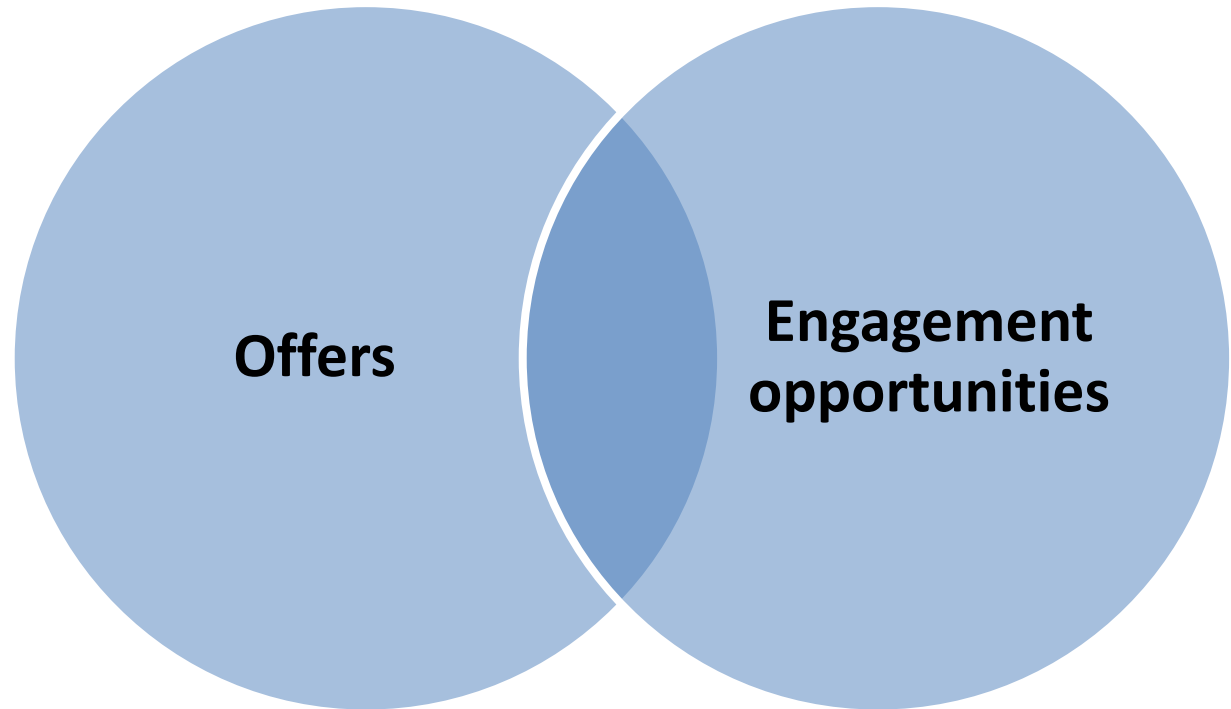
- Donations/funding
- Mentor programmes
- Guest speakers (recruitment, career events, graduations...)
- Company cases/internships etc.
- Surveys (related to education/research)
- Event planning
- Advisory boards/sounding boards
- Information about career/interests/consents
- ...



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## Mutual benefit



## TASK

Consider what are and what could be your relevant **offers** and **engagement opportunities** for alumni in different life stages:

GROUP	OFFERS	ENGAGEMENT OPPORTUNITIES
Students		
Young alumni		
Mid career alumni		
Senior alumni		

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# How to **categorise** and **measure** engagement?





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## Engagement roles

### Examples:

- Ambassador
- Mentor
- Guest speaker
- Sparring partner
- Door opener
- Company representative
- Continuing education customer
- Investor
- +
  - Colleague
  - Guest



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## Engagement categories

COMMUNICATION	EXPERIENTIAL
VOLUNTEER	PHILANTHROPIC

CASE – Alumni Engagement Metrics Task Force  
[case.org/amatlas](http://case.org/amatlas)



# Communication



*Interactive, meaningful and informative communication with alumni that supports the institution's mission, strategic goals and Reputation*

## Metrics – examples:

- Number of contactable alumni
- Email open rates/click rates
- Website visitor statistics
- Social media followers/interactions
- Qualitative studies



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# Experiential

*Meaningful experiences that inspire alumni, are valued by the institution, promote its mission, celebrate its achievements and strengthen its reputation*

## Metrics – examples:

- Number of event registrations (total/per person)
- Actual participants
- Net promoter score
- Qualitative feedback



# Volunteer



*Formally defined and rewarding volunteer roles that are endorsed and valued by the institution and Support its mission and strategic goals*

## Metrics – examples:

- Number of volunteers in various categories (eg. mentors)
- Calculated or estimated value in time and/or money
- Satisfaction
- Outcome



# Philanthropic



*Diverse opportunities for alumni to make philanthropic investments that are meaningful to the donor and Support the institution's mission and strategic goals*

## Metrics – examples:

- Number of donors
- One-time or recurring
- Amounts donated (annually/in total)



## Metrics

Choose your key figures

*Not too many*

Choose figures that other universities use too

*Benchmarking with partner universities/  
through CASE*

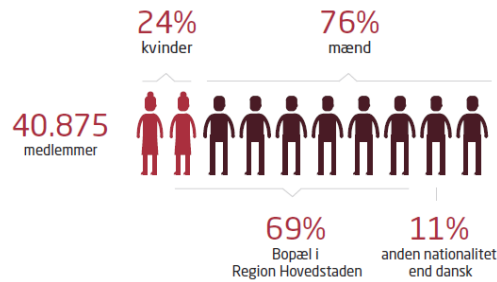
Track the same figures over time

*Show progress*

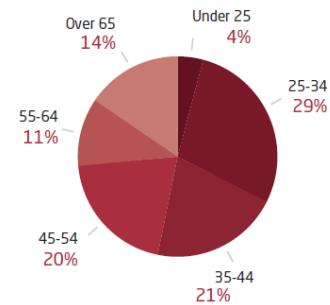
# ALUMNI, REPUTATION AMBASSADORS

## Internal/external reporting

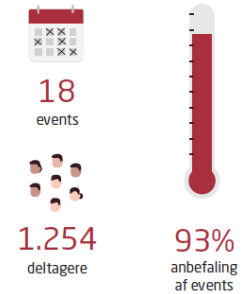
### Medlemmer



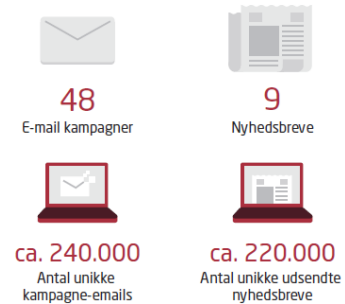
### Medlemmer, alder



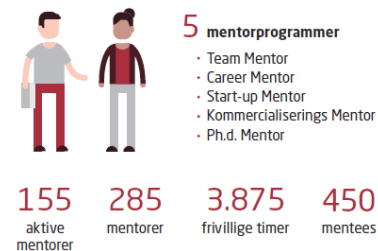
### Alumne-events



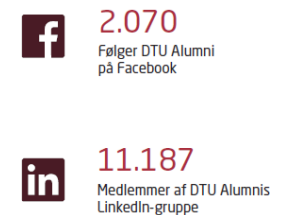
### Kommunikation



### DTU Mentor



### Sociale medier





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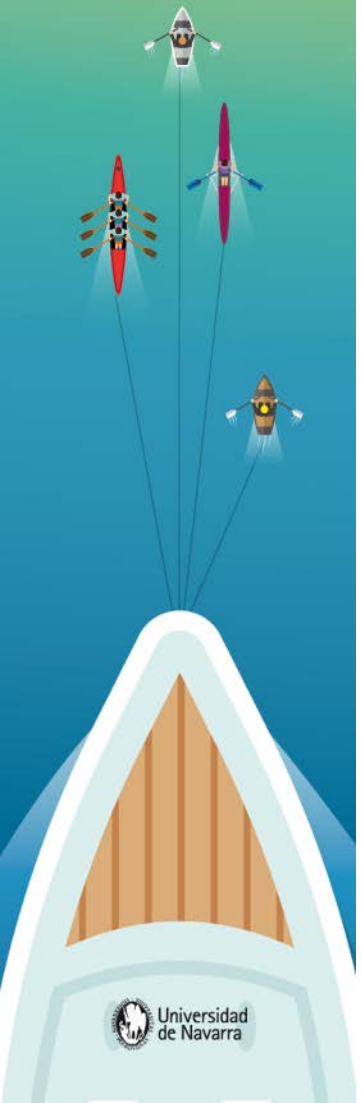


## Metrics – your experiences?

**Which figures do you track?**

**How do you use the figures?**

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# How to ensure **continued** engagement?



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# Stewardship

Allow your alumni to have **influence**

Allow your alumni to have an **impact**

Allow your alumni to make a **difference**

**Freedom within a framework**



# Stewardship

## Keep track of engagement

*Who? When? What?*

## Show appreciation

- *Say thank you – the more personal the better*
- *Exclusive invitations – make those who make a difference feel special*
- *Demonstrate impact – follow up/show effect*



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# Contact

Jacob Jensen

Senior Executive Officer

DTU – Technical University of Denmark

[jacoje@dtu.dk](mailto:jacoje@dtu.dk)

[www.linkedin.com/in/jacobjensen](http://www.linkedin.com/in/jacobjensen)