Universidad de Navarra | BUILDING UNIVERSITIES' REPUTATION

Key principles for a successful Alumni Office

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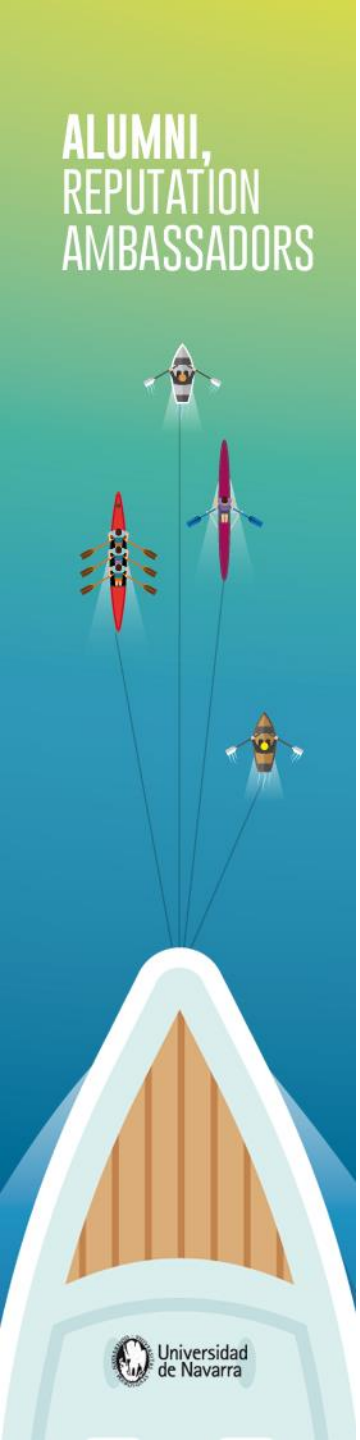
University of Oxford

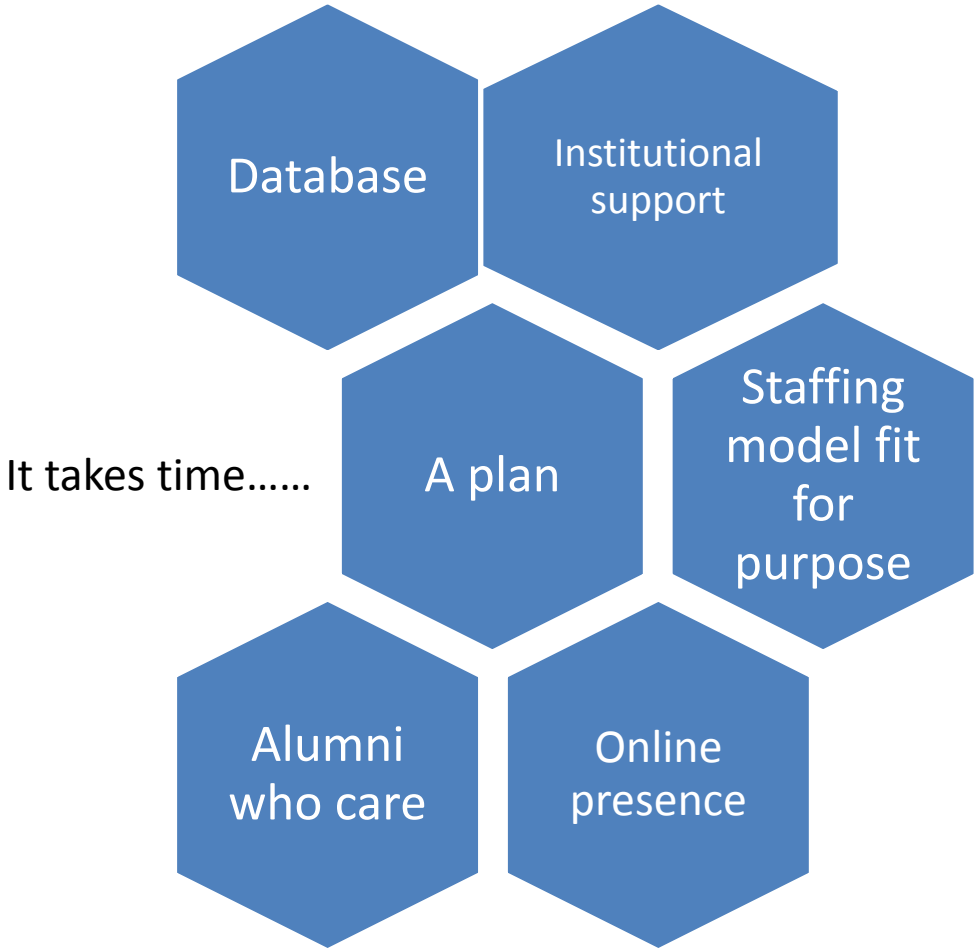


Alumni Relations…..

Why does it matter?

- Funding models are changing
- Universities need advocates
- Alumni are keen to get involved
- Universities have a lot to offer beyond just a degree
- You can’t attract support unless you’ve built trust

What do we need to be successful?



Institutional buy-in

A plan…why do we need one?

- Gives us a common purpose with shared, articulated goals
- Provides a path forwards
- Allows for sensible allocation of resources
- Provides a time frame
- Confirms what success looks like
- Better able to articulate your contributions to the organisation
- Helps you decide what NOT to do
- Informs staff development
- Teases out strengths and gaps in the organisation
- Identifies partnerships
- Encourages you to keep pace with change

Setting your course….

1. Define your mission – what are you trying to achieve? What do you want alumni to do?
2. Identify the cohorts you want to reach (where are they?) and key stakeholders (Admissions? Careers?)
3. Analyse the organisation for strengths and weaknesses – what do you need to build up or de-emphasise?
4. Identify short, medium and long-term goals
5. Agree on allocation of resources, marketing plan, metrics
6. Communicate your plan internally and externally
7. Analyse and then refresh

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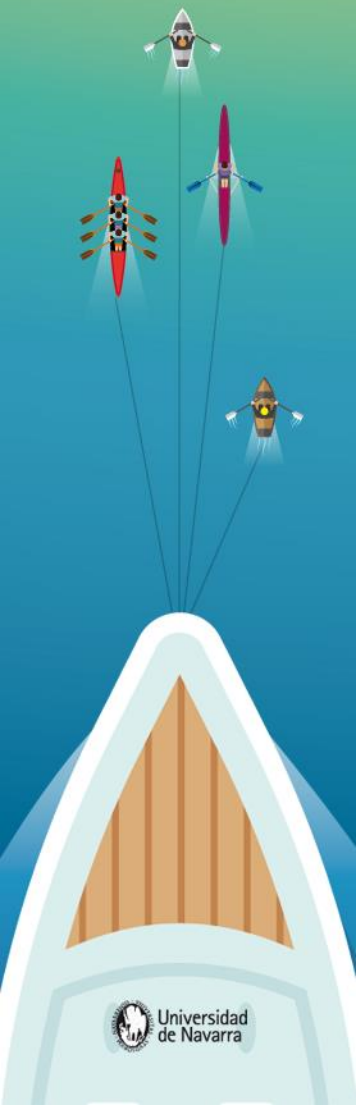
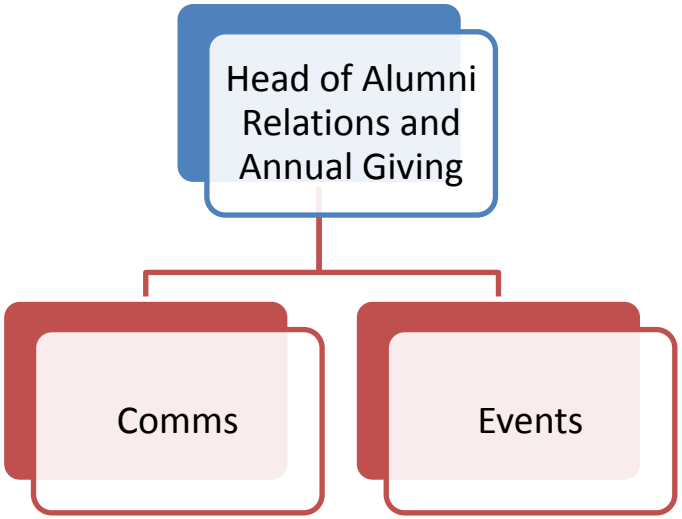


Staffing Model A: Small integrated shop



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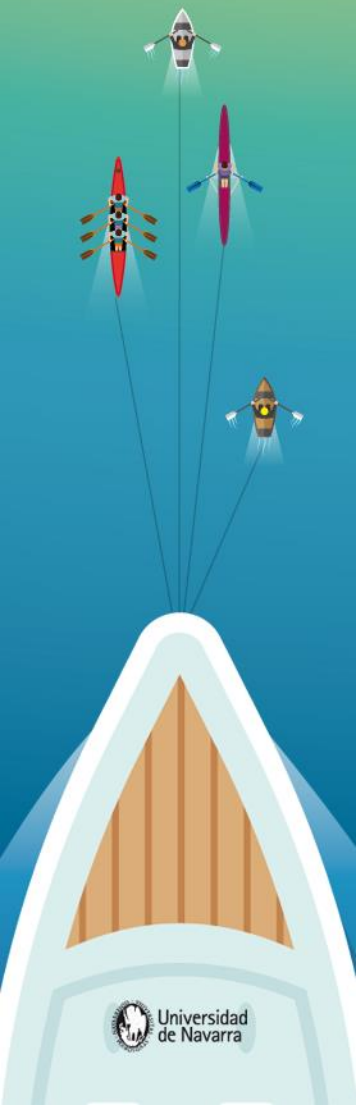
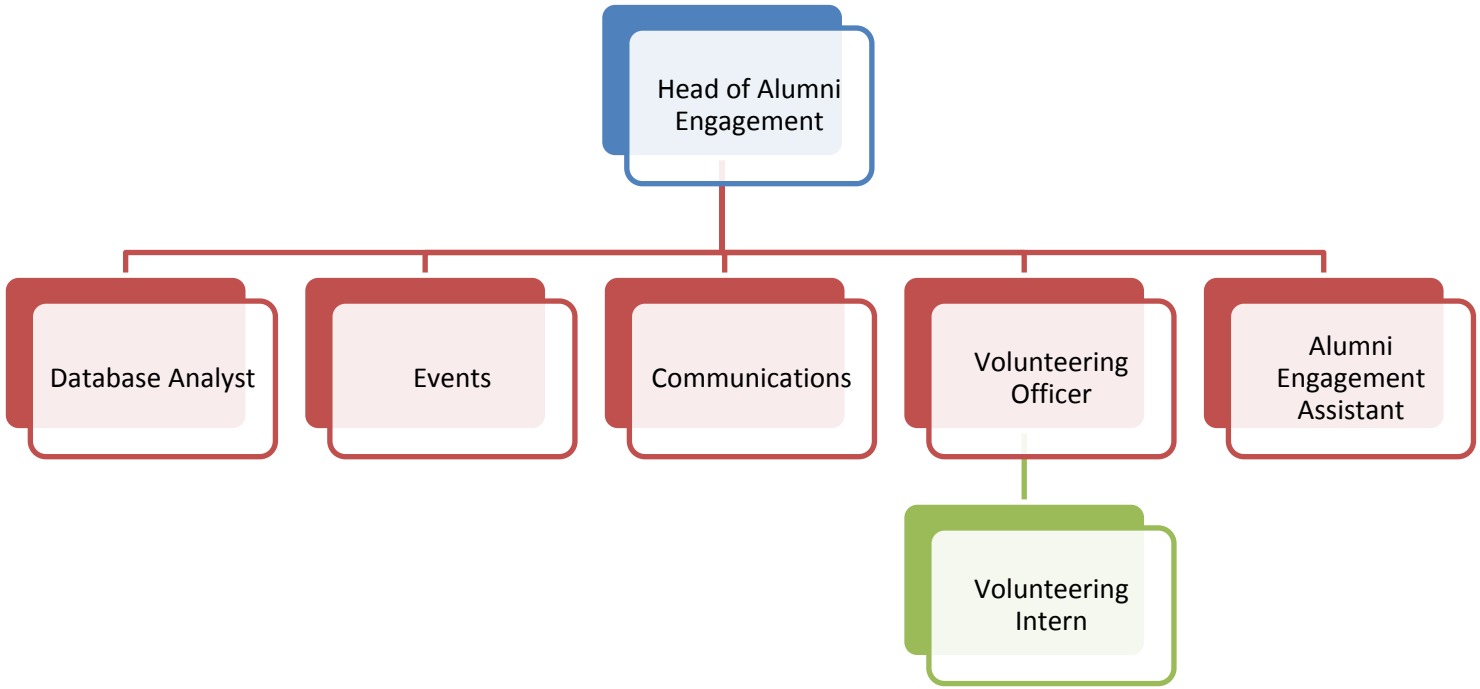


Staffing Model B: Larger, Alumni Relations only



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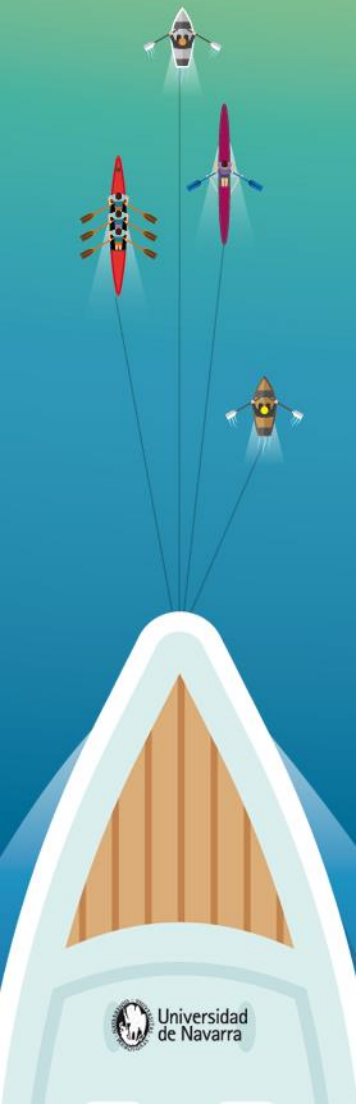
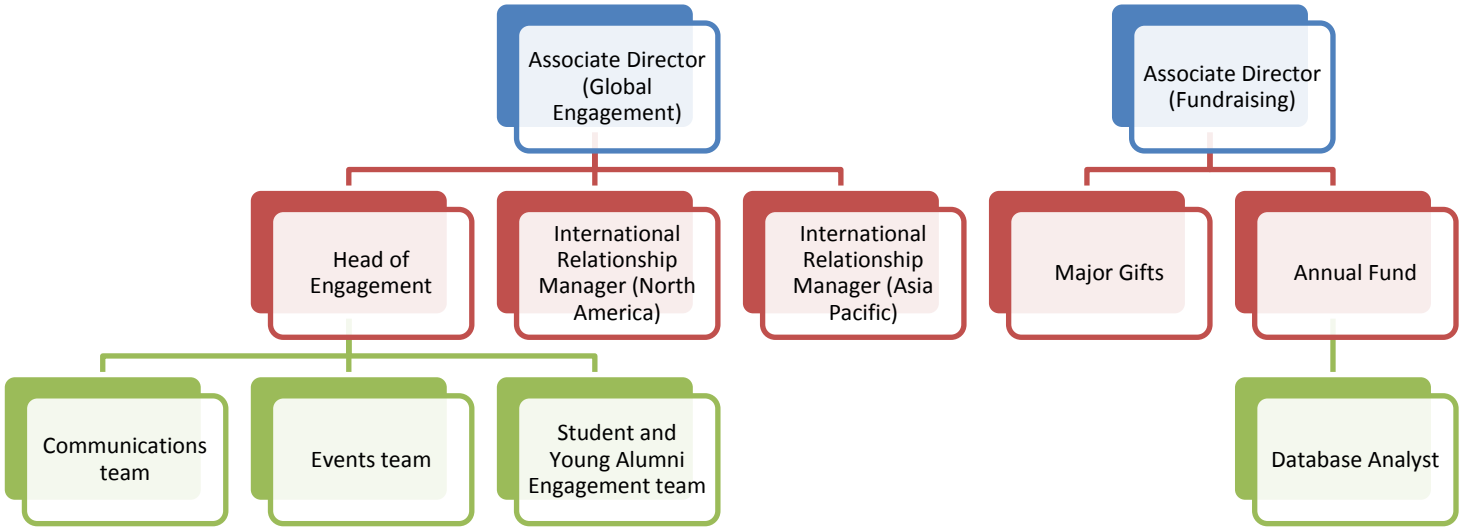


Staffing Model C: Larger, global focus, integrated with fundraising



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It all comes down to data!

Essential data….

1. Who are they?
2. What and when did they study?
3. Where do they live?
4. What do they do now?
5. What can you give them?
6. What are they thinking? How do they feel about the university?
7. Do they want to hear from you?
8. Will they help you?

On-line presence…always from the perspective of the user

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The importance of….

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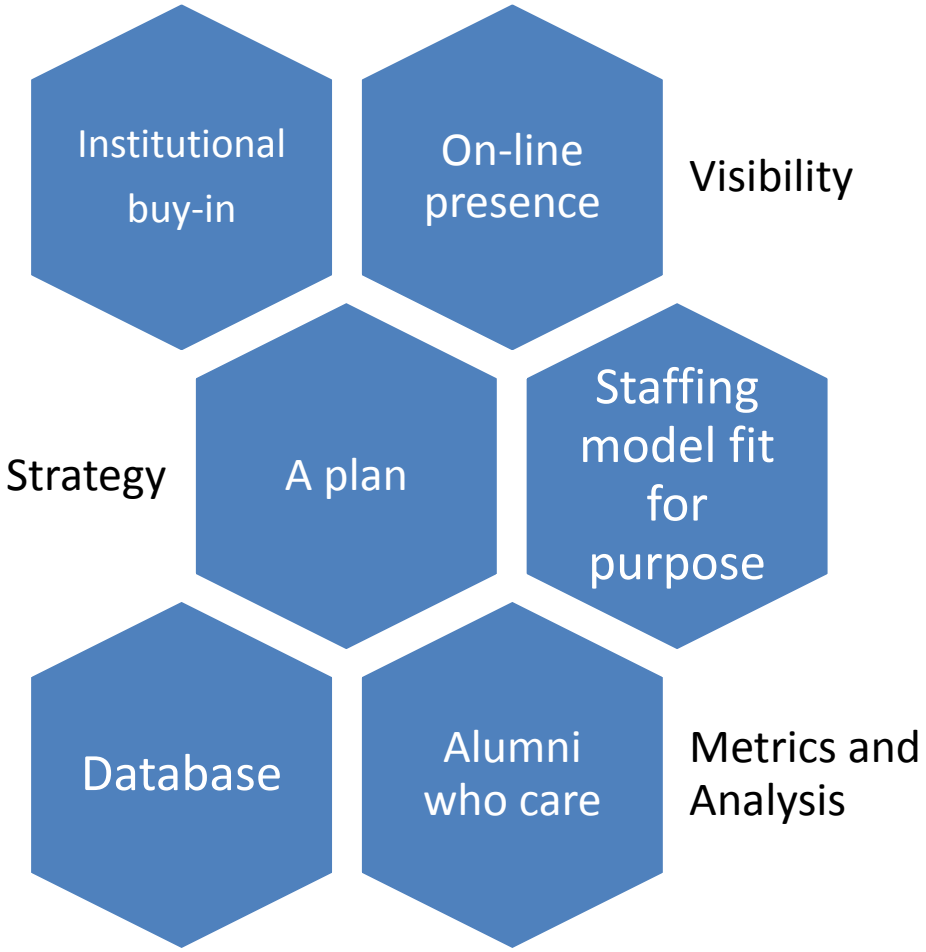
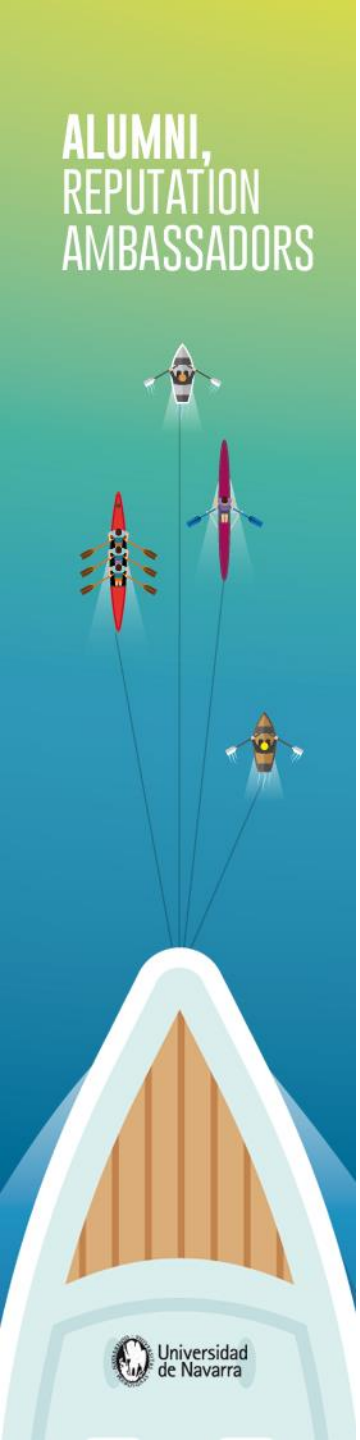
And finally, how do we measure engagement?

So, what are the key principles?





ANY QUESTIONS?

THANK YOU!