

Gestión de Voluntarios en el Entorno Internacional

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ALUMNI, REPUTATION AMBASSADORS

Un poco de contexto & historia



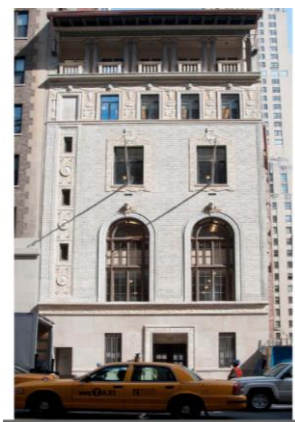
IESE Business School was founded in Barcelona in 1958



Madrid campus since 1991



Barcelona campus expansion inaugurated in 2007



IESE Campus in New York, inaugurated in 2010



IESE Campus in Munich, inaugurated in 2015

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- *El Qué*
- *El Porqué*
- *El Cómo*

Gestión de Voluntarios y Alumni
en el entorno internacional

- *El Qué*
Maximizar engagement (vinculación)
- *El Porqué*
Nuestro mayor activo
- *El Cómo*
Vincular a través de
 - *actividad*
 - *gobierno*
 - *contribución (& empowerment)*

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El Qué ... que quiere decir “engagement / vinculación” ...!?

A group of people having:

common interests



similarity or identity



emotionally committed

sharing, participation and fellowship



actively involved as a participant



to connect closely to, to influence or affect



Lever taking us from being “connected” ...
... to being “engaged”

El Qué ... y podemos **medir** “vinculación” ...!? (a lo mejor más de lo que pensamos...)



- Are they **Members**
 - how many are paying members?
 - segmentation



- Are they **Involved**
 - 33 Chapter Boards = close to 300 ambassadors actively engaged



- Do they **Participate**
 - Attendance at events

- Are they **Aware**
 - Do they open invitations / mails?

- Are they **Connected**
 - Social networks



- Is their **data current**
 - Latest updates?

- Do they **Respond**
 - Do they reply emails?
 - Do they register to events?



- *El Qué*
Maximizar engagement (vinculación)

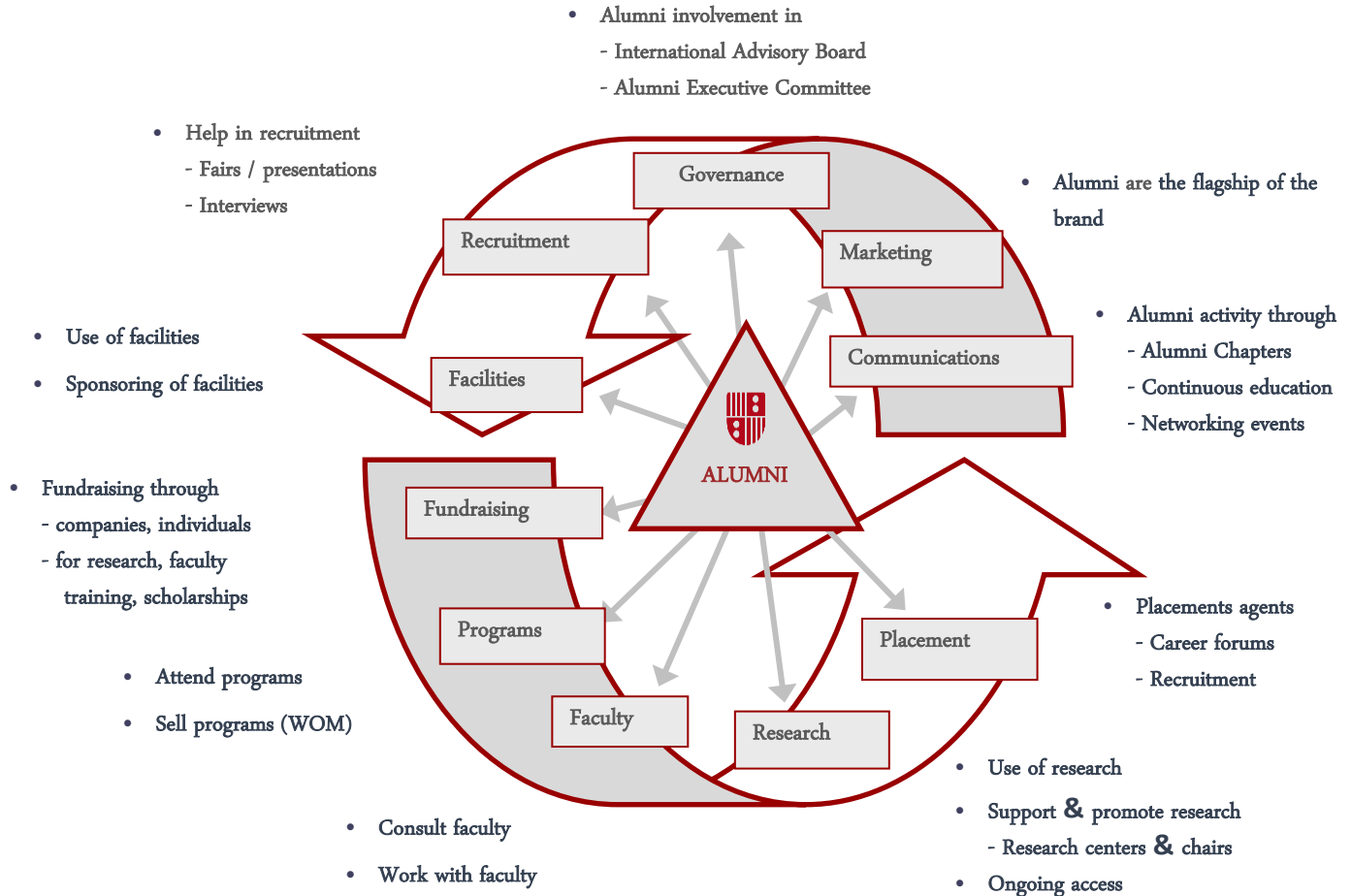
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El Porqué ... el círculo virtuoso de “Engagement”



El Porqué ... apalancando vinculación

... para apoyar el desarrollo de la institución



*Maximizar vinculación es el reto N° 1,
Apalancar esa vinculación es el reto N° 2
(y donde hay enorme potencial ...!)*

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El Cómo ... (intentamos) maximizar vinculación ... los inicios

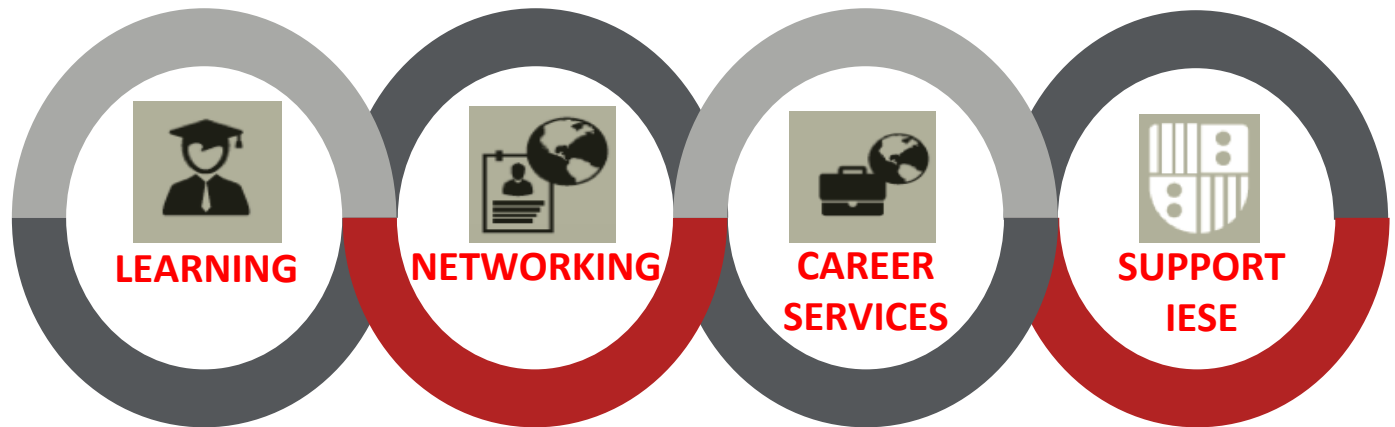
The IESE Alumni Association was born thanks to the initiative of IESE's first class, (PADE 1959), which asked IESE for tools and activities allowing for:

- Keep up to date on new concepts and share business experiences through a Continuous Education Program.
- Maintain close ties with the school, professors and fellow alumni.
- Actively participate in the development of IESE.

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El Cómo ... (intentamos) maximizar vinculación

Engaging the Network



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El Cómo ... (intentamos) maximizar vinculación



Actividad, Gobierno, Contribución



1,763

New Alumni
(2017 graduates)



46,537

Total Alumni



138

Nationalities



36

Chapters
(new Chapter in
Dubai 2017)



39%

Affiliation



254

Total Events



29,085

Total Participants



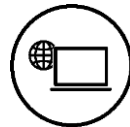
960

Career
Orientation
Interviews



20

Career
Advisors



180

OnLine Sessions



5,100

Participants in
2 mobile sessions

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El Cómo ... (intentamos) maximizar vinculación



Actividad, Gobierno, Contribución

230

Sessions

57

Cities around
the World

>25,000

Attendance / Yr.

180

E-conference

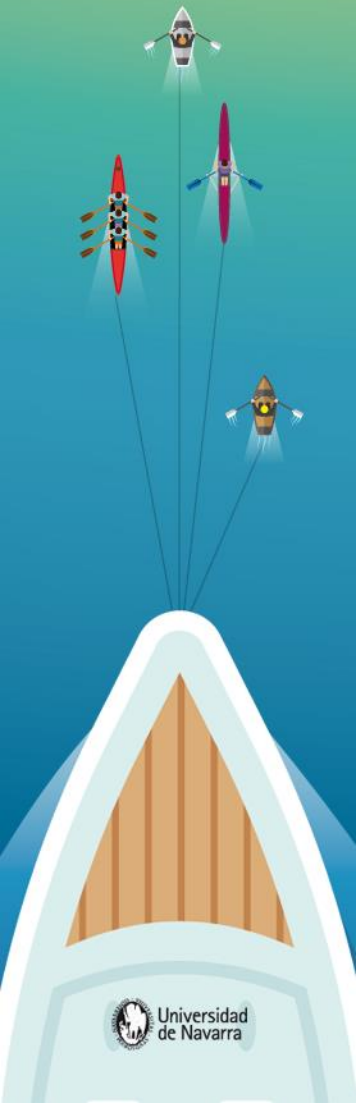
Novartis HQ- Basel



Spanish Embassy- Hague



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El Cómo ... (intentamos) maximizar vinculación



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**BE AHEAD OF
WHAT'S
NEXT**

IESE GAR NEW YORK 2018

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El Cómo ... (intentamos) maximizar vinculación



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Bill McDermott, SAP



Pedro Duque, Astronaut



Tom Kelley, IDEO



Panel of Technology Leaders



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El Cómo ... (intentamos) maximizar vinculación

➡ **Actividad, Gobierno, Contribución**



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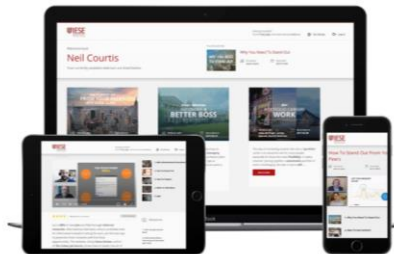
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Actividad, Gobierno, Contribución

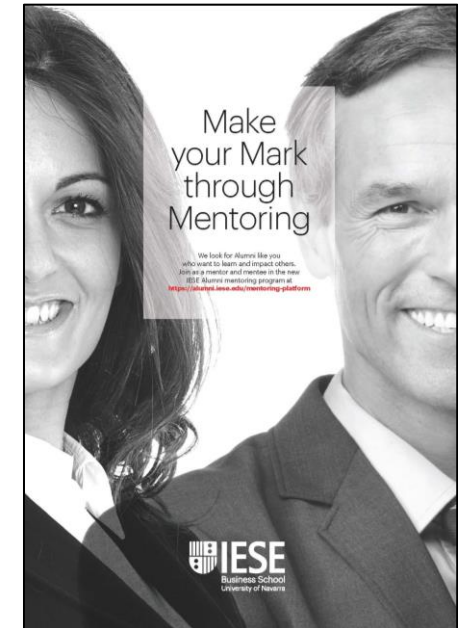
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AlumniExtra.com
Careers advice from the experts



www.AlumniExtra.com/iese/

- New online library of careers webinars for IESE member alumni
- World class presenters like **Steve Dalton, Dorie Clark** and **Julian Birkinshaw**
- Advice on international and portfolio careers, job-hunting, interviewing and how to be a better boss
- More than **15,000** alumni and students already registered
- Videos **optimised for mobiles and tablets**
- Unlimited – free access to all courses for **IESE member alumni**



- ✓ **IESE job board-** Recruit IESE Alumni and search for jobs

23 advisors & coaches in
14 cities

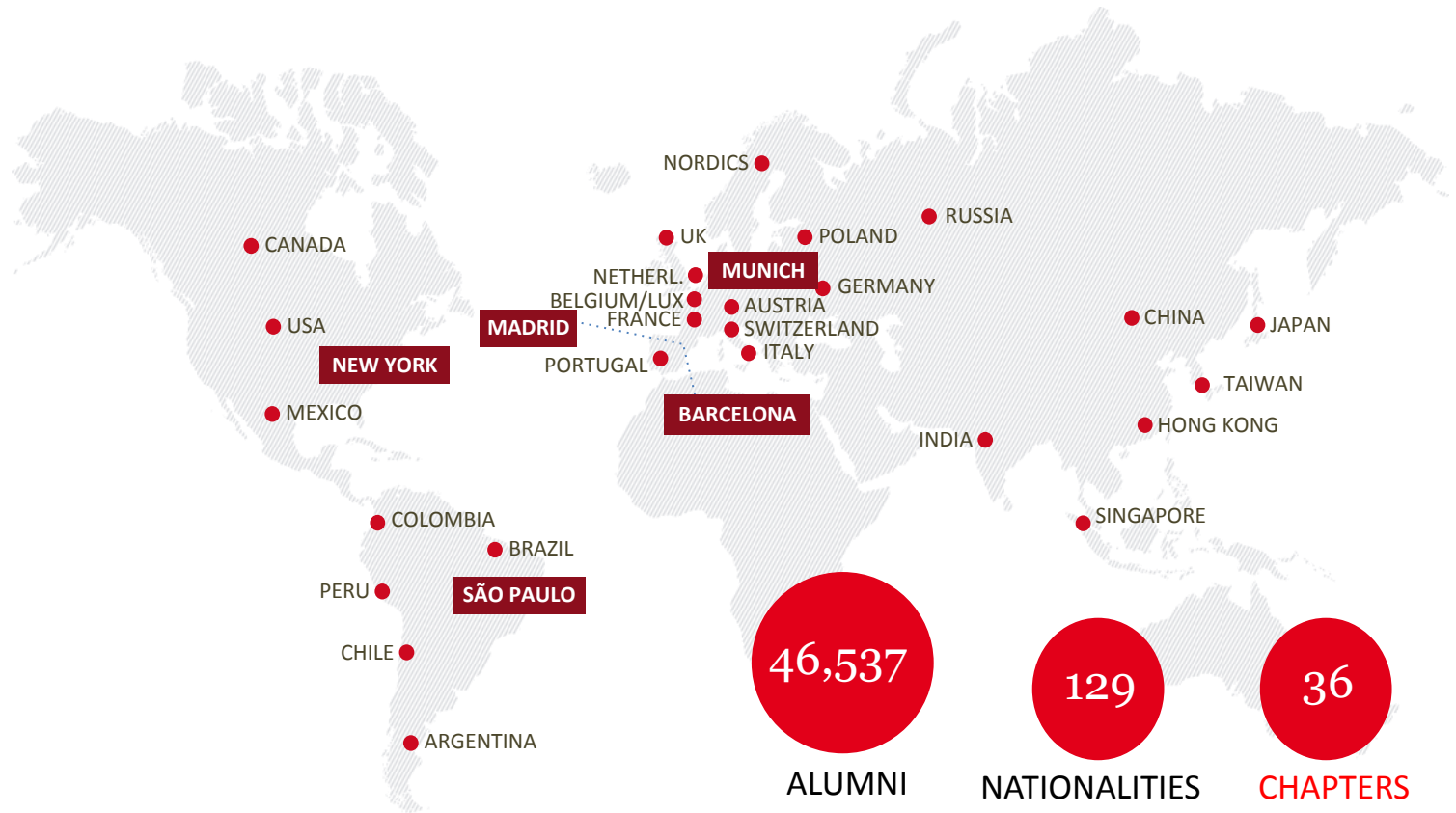


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El Cómo ... (intentamos) maximizar vinculación



Actividad, **Gobierno**, Contribución



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El Cómo ... (intentamos) maximizar vinculación



Actividad, Gobierno, Contribución



[Inicio](#) > [About the Association](#) > [Governance](#)

Executive Committee

The Association reflects the interest and participation of each member. The Governing Board and the Executive Committee represent and lead this collective effort, as set out in the statutes of the Association.

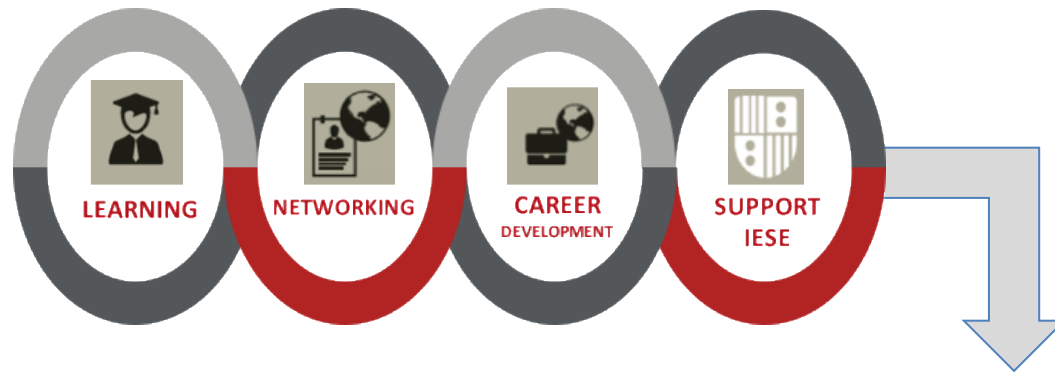
The Governing Board sets the guidelines for governing the Association and elects its president. It meets at least once a year, usually coinciding with the Global Alumni Reunion. All Alumni are represented on the Board by one delegate from each class of the core IESE programs. The Board also includes all members of the Executive Committee and a delegate from each Regional Chapter.

The Committee is the executive body of the Association. Their work is organized into seminars encompassing all areas of their activity. The committee is also responsible for approving budgets and submitting the annual accounts to the Governing Board.

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El Cómo ... (intentamos) maximizar vinculación

 **Actividad, Gobierno, Contribución**



Membership revenue
re-invested in IESE:

- Scholarships
- Faculty development (PhD programs)
- Research support

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Alguna conclusión food for thought

- La comunidad de alumni se debería considerar como uno de los activos más importantes de la institución
- Es un lujo tener una comunidad con niveles de afinidad tan altos, como potenciales embajadores
- La vinculación de alumni es un reto continuo y requiere gran dedicación
- Sólo vinculación no basta
- Una vez en movimiento, el potencial de una comunidad vinculada, representa una enorme oportunidad!

A remarkable story ...

