

ALUMNI LIVE CULTURE

A silhouette of a person standing next to a camera on a tripod, set against a bright yellow background. The person is on the right side of the frame, looking towards the camera. The tripod is in the center, and the camera is mounted on top. The background is a solid, bright yellow color, suggesting a sunset or sunrise. The person's silhouette is dark, and the tripod and camera are also dark, creating a strong contrast with the yellow background.

AlumniSAUJI, former students' programme of Jaume I University

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Abstract

Alumni Live Culture was born with the goal of making our alumni's work and projects known in the fields of cinema, music, photography, writing and art (in any of its formats) and offer spaces to allow opportunities for collaboration between them to emerge. This is a way to strengthen the network of former students and their sense of belonging to the Universitat Jaume I.

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#culture #alumni #alumnitalent #socialnetwork #socialmedia #youtube #onlive

One of the main cornerstones and driving forces of the Alumni programme is the support it provides to the career development and professional improvement of graduates.

To this end, numerous projects are launched at universities and their Alumni entities. There is a wide range of proposals to match each academic profile; however, our efforts are rarely targeted at former students of the UJI who are professionals in the cultural sector.

This is aggravated by the precarious situation of the cultural industry. Since it does not have a defined and stable structure, most of its employees have temporary and ephemeral jobs, which perpetuate the insecurity and fragility of the sector.

As was to be expected due to the very nature of the cultural industry, the health and economic crisis caused by the COVID-19 outbreak has made the problem even worse, destroying thousands of jobs in the field. Nevertheless, a part of society still believes in its artistic and intellectual growth, and at the same time, the pandemic has brought about a new way of consuming and generating contents among users.

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The initiative is supported by the collaboration and promotion offered by the degree courses at our university that nurture the cultural sector, such as Industrial Design and Product Development Engineering or Video Game Design and Development, which helps consolidate the relationship between current and former students.

With this action, therefore, three kinds of relationships are promoted: **alumni-alumni, alumni-student and alumni-university.**

How and what

Alumni Live Culture is carried out on YouTube, combining the new contents on YouTube with YouTube Live.

This channel makes it possible for users to interact, but unlike others, it also allows cultural contents to be offered with a sufficient level of quality. And we are not talking only about genuinely audiovisual materials (short films, video clips, etc.) – any art content can be converted into audiovisual content (photographic or painting work can be rendered into a feature format).

Former students who will take part in the project are initially identified by the directors of the AlumniSAUJI programme, who choose those alumni who are known to have a cultural profession.

But this initiative is constantly undergoing development and change, so any former student who wishes to participate can do so.

YouTube premieres: The work of our alumni (projection of the short film, video clip, images of the exhibition) is made known through a joint viewing via the YouTube

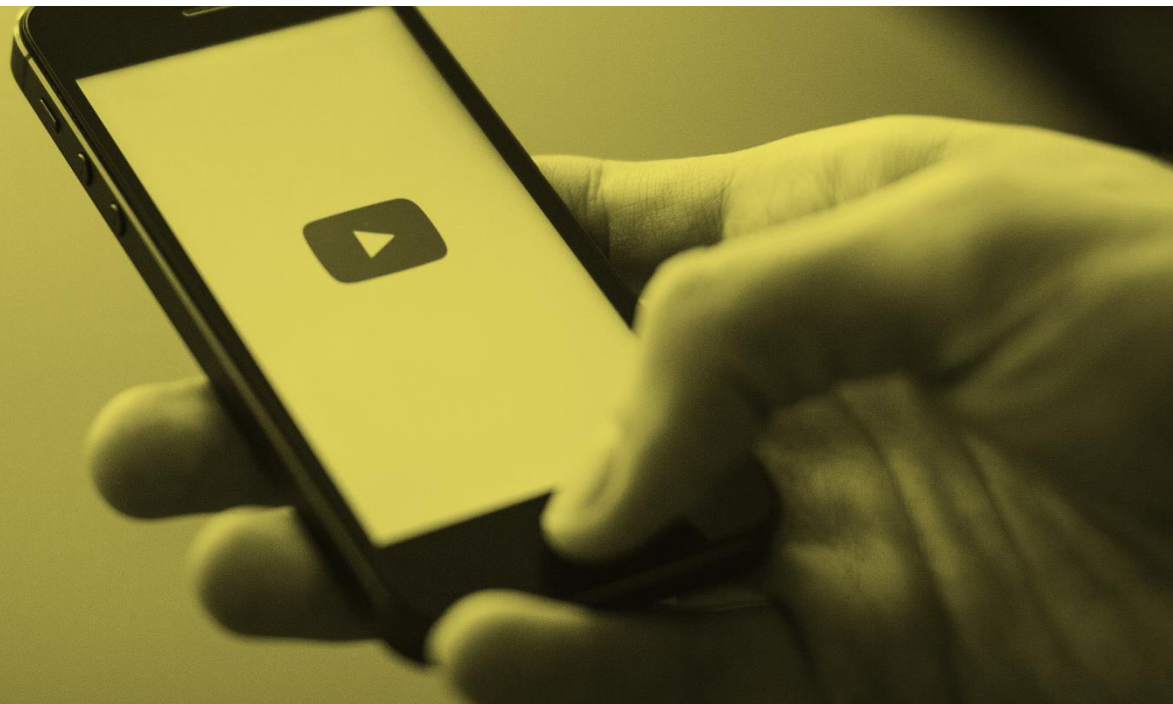
Premieres platform, much like a normal film or show premiere. This process creates the expectation of seeing exclusive content and the incentive that this viewing is shared with the rest of the community. The fact that participants can communicate with each other, even while waiting for the premiere, greatly increases the interaction and engagement with followers.

In addition, this capability allows us to promote the event as something more concrete and simple in the other communication channels. And, within the platform itself, an event is generated that can be promoted, for which reminders can be sent, etc.

YouTube Live: After the work has been exhibited, there is a direct interaction, debate and experience live with the authors themselves. The talk takes place in a natural way and focuses on:

- **Creative process:** where the sources of inspiration for creating and shaping the idea spring from
- **Production process:** how contacts are made in order to produce the idea and to seek funding
- **Distribution process:** channels allowing the work to reach the public

The discussion is carried out through shared Youtube Live. Before and during the activity, the communication channels remain open so that other alumni can ask questions via the chat function, propose collaborative projects and even participate in the live show, all of which favours the expansion of the network of alumni contacts in the cultural sector, with the ensuing benefit for all of them.

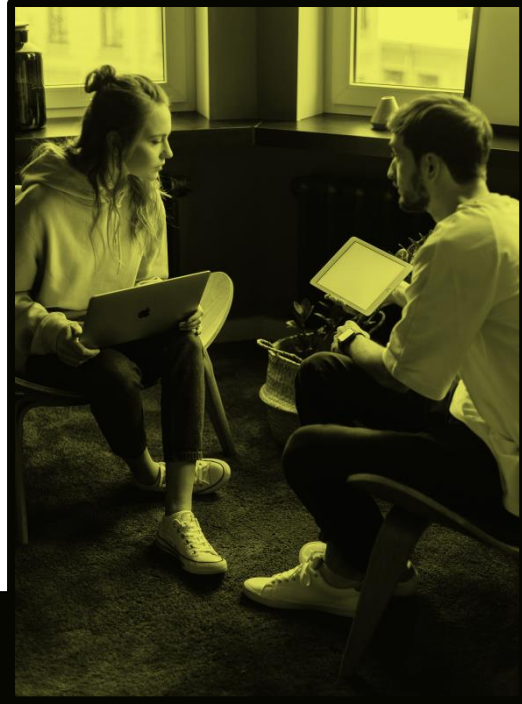


Using Youtube as the platform has many advantages. The main advantage is that in the collective imaginary this support is already related to entertainment contents, and is positioned as a leisure platform.

It also allows closer contact with your audience, provides immediate feedback and connects with the language of our former students.

The idea of this action is not only to have an impact on the final product, but on the overall creative process in order to show the situation of culture as an industry and its processes.

For universities to be able to foster the cultural development of the area around they rely on dissemination and the creation of structures that allow and promote it. It is also a way of visualising how the university continues to contribute to the professional consolidation of its former students and the support also offered by these relationships generated with the university as a nexus.



Communicating

The main objective of an activity of this type is, as we have said earlier, to disseminate the professional work of our former students in the cultural field, to generate synergies between students and alumni, both with each other and with the university they graduated from. In short, the aim is to strengthen the relationships between alumni and alumni, between alumni and students and between alumni and university.

However, the communicative objectives of such an action are broader and more diverse.

Dissemination among the network of former students

Both the alumni who exhibit their projects and the others are active participants at all times. To achieve this it is necessary to publicise the activity among all of them, but especially among those who can have greater involvement in each of the sessions.

It is necessary to make the most of all the specific communication channels with the members of the alumni programme, in an attempt to personalise the content:

- Announcement in the monthly newsletter
- An announcement on the website of the programme and that of the university
- Personalised email campaign to former companions of the participants from the same year and degree course: due to their personal involvement they are potentially interested parties who can also become disseminators of the activity, prescribers of the project and future participants as they themselves see the usefulness of providing us with their current occupation or the jobs they have done.

E.g. Dear *Name*, A former classmate of yours is showing his work about... on Thursday. He also graduated in Audiovisual Communication Tomorrow *Name* will be sharing her work as *Occupation/Project*. Would you like to join us?

Content generation

This type of activity generate a great variety of content for the alumni programmes. Moreover, since the institution itself is not directly involved, but allows the members of its community to play the leading role, the contents are far more attractive to the target audience.

Informative relations: content for the website, press releases, events on the cultural agendas of the city, etc.

Social networks

YouTube, Instagram, Facebook, Twitter, LinkedIn.

Since YouTube is the main network used, the rest of them are employed to communicate the event and redirect users to this main network. Thus, the networks create publications, events and just before the activity begins, small "capsules" are published on Instagram TV (IGTV) or analogous formats for the rest of the networks, showing the first few minutes and prompting users to continue on YouTube.

Moreover, the content generated by the project is later used to feed all social networks and other content platforms (such as a radio slot, blog or similar), for example, excerpts from the dialogues or projects.

Professional promotion

By focusing on the work and professional projects of our alumni and offering them support and visibility, we generate a feeling of gratitude and of belonging to the University, which gives rise to far more personal and closer relationships with its alumni, thus contributing to the prestige of the institution.

This also provides an incentive for the development of collaborative work spaces, where graduates from complementary professional sectors can meet and where work synergies and the development of new projects can arise.