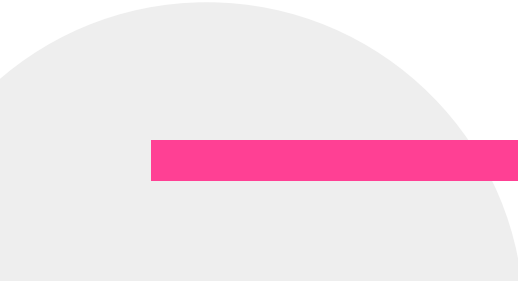


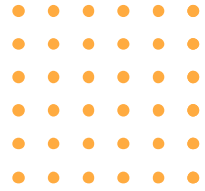
# Alumni Relations Strategy

## Building Blocks

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# AGENDA

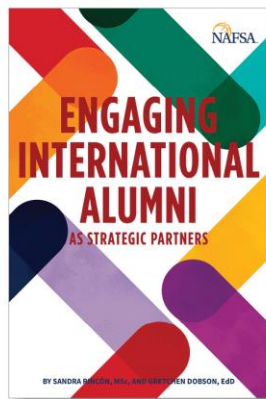
- 1 Higher education's challenges & demands
- 2 Why do we need alumni as strategic partners?
- 3 Building blocks for strategy
- 4 Benefits of collaborating
- 5 Takeaways
- 6 Q&A



Podcast Series for  
Professionals in Alumni  
Relations & Fundraising

April 2021

NAFSA **PUBLICATIONS** Essential Resources for  
International Educators



## Engaging International Alumni as Strategic Partners

By Sandra Rincón, MSc, and Gretchen Dobson, EdD

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# Your Turn

How long have you  
been working in alumni  
relations?

- <1 year
- 1-3 years
- 3-5 years
- >5 years



# Strategy: Course overview

What

How (session 3)

Why (session 2)

Analyze  
Environment &  
Define target  
groups  
(Session 1)

# 1a What are higher education's challenges?

- ❑ Tight governmental & institutional budgets
- ❑ Changing student demographics
- ❑ Need to show societal impact
- ❑ Uncertain future: COVID-19...
- ❑ Technological disruption

# 1b What are the demands on higher education?

1

## Brand & reputation

- ✓ Rankings
- ✓ International collaborations
- ✓ International research and publications

2

## Attract & retain talent

- ✓ Researchers
- ✓ Students
- ✓ Alumni

3

## Societal impact

- ✓ Educate global citizens for a knowledge economy
- ✓ Multicultural classroom
- ✓ International labor market

# 2 Why do we need alumni?

1

## Education

- ✓ Brand Ambassadors
- ✓ Advisors
- ✓ Mentors
- ✓ Recruiters
- ✓ Life-long learners

2

## Research

- ✓ Liaisons for partners universities
- ✓ Co-authors
- ✓ Recruiters
- ✓ Innovators

3

## Societal impact

- ✓ Volunteers
- ✓ Employers & Entrepreneurs
- ✓ Fundraisers
- ✓ Investors & Donors
- ✓ Global citizens



# 3a

## Where to start building an AR strategy?

1

Know your institution

- ✓ vision
- ✓ mission
- ✓ pillars and goals

2

Collect info & define stakeholders

- ✓ university
- ✓ students
- ✓ alumni
- ✓ faculty and program

3

Needs assessment

- ✓ Survey & interview: internal & external stakeholders

4

Match needs and interests

- ✓ Both university's internal stakeholders with external stakeholders

3b

# ANALYZE & REFLECT





# 3c Align to share common purpose and goals

## 1 Map & Focus

- ✓ Internal & external stakeholders

## 2 Roadmap

- ✓ Intentional engagement program & communication plan

## 3 Metrics

- ✓ KPIs
- ✓ Evaluation

## 4 Budget

- ✓ Staff
- ✓ Activity Plan
- ✓ Tools

# 4 Benefits of Collaborating



- ✓ Share budget, responsibilities, tasks, follow-ups
- ✓ New contacts & friendships
- ✓ Attracts new talent (students and academics)



- ✓ Connects with other universities and public & private sector
- ✓ Country branding, language, higher education
- ✓ Supports public diplomacy & global citizenship

# 5 Main Takeaways

1

## Investment

- ✓ Long-term commitment & common purpose
- ✓ Database
- ✓ Plan & KPIs
- ✓ Staff & Budget
- ✓ Internal Collaboration

2

## Mutual Benefit

- ✓ What's in it for them?
- ✓ Know their needs & preferences
- ✓ Networking & Knowledge

3

## Stakeholders' Perspectives

- ✓ Various commitments
- ✓ Diverse groups
- ✓ Stay flexible & relevant
- ✓ Keep engaging & nurturing

# Thank You Your Turn

## Q&A

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