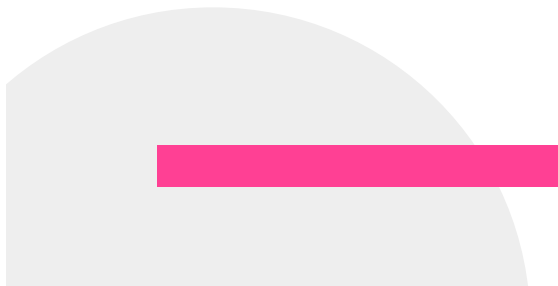
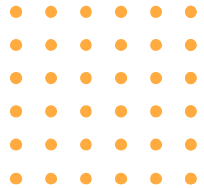


Building blocks to develop your own alumni engagement roadmap

Rachel Bray, CERN
Nena Grceva, CEU





SESSION OUTLINE

1 Surveys and strategic goals

2 Building a case for support

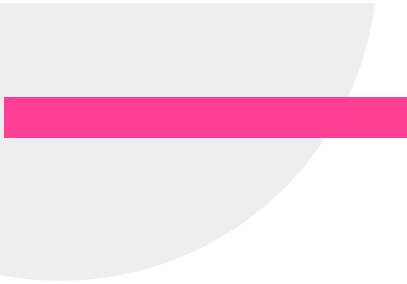
3 Alumni Engagement

4 Building support across the institution

5 Recognize, retain and expand

6 KPI, Metrics to evaluate program's success





Poll

How many participants have an/a:

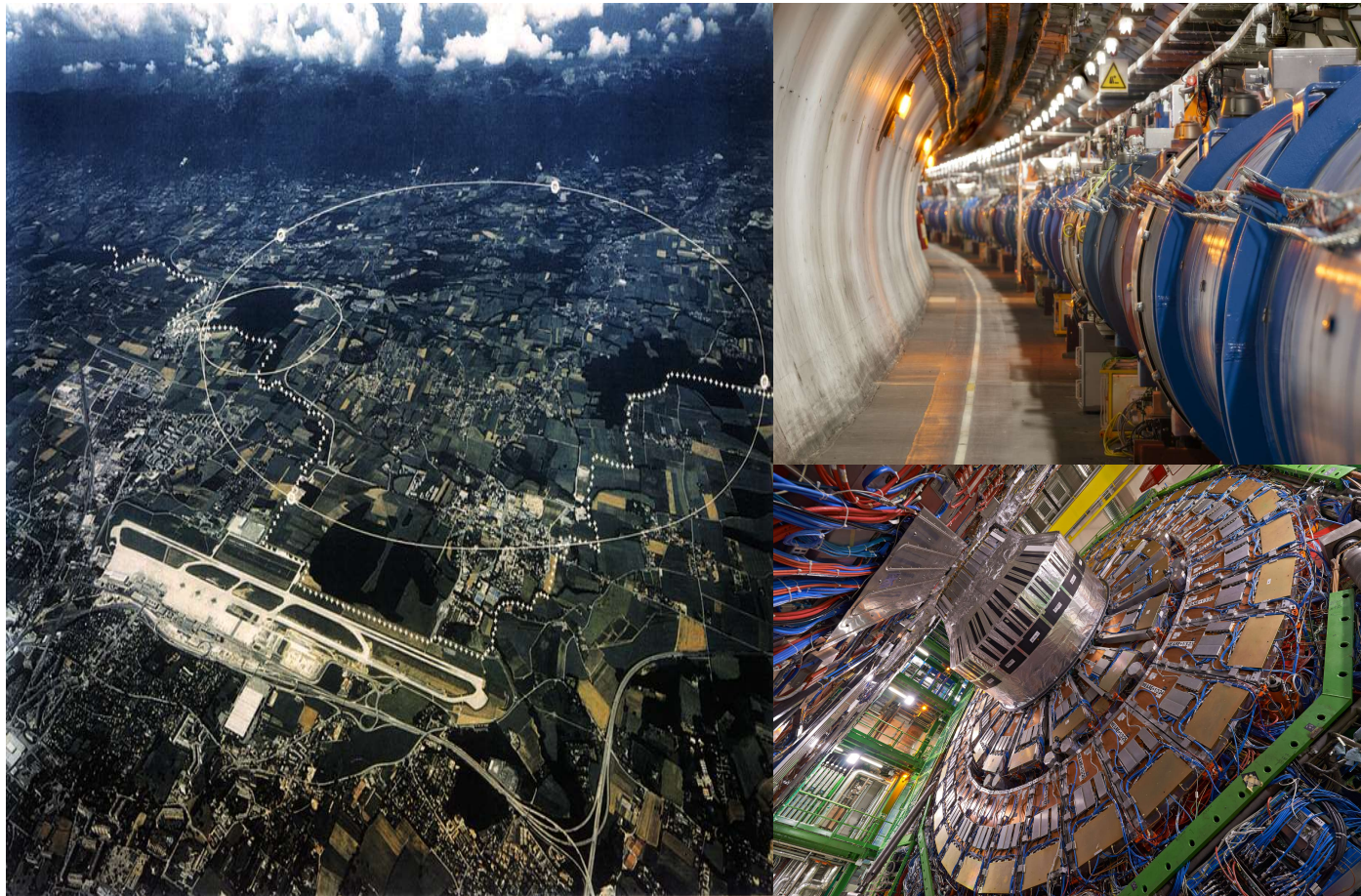
- Alumni engagement strategy
- Recognition program
- Defined KPIs / metrics





01

Surveys and strategic goals



CERN's Mission

- *To provide a unique range of particle accelerator facilities that enable research at the forefront of human knowledge*
- *To perform world-class research in fundamental physics*
- *To unite people from all over the world to push the frontiers of science and technology, for the benefit of all.*




alumni

The High-Energy Network
Le Réseau des hautes énergies


**The Floor
is Yours**
*Vous avez
la parole*

Why survey?

- Identify alumni outcomes
- Update data
- Demonstrate value
- Alumni pain points
- Who to survey
- How?
- Feedback



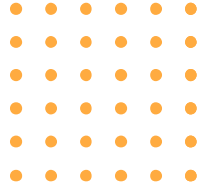
Strategic goals

- Refer to your institution's Organisational goals

“The International Relations Sector, implements the Organization's international relations strategy to generate and secure sustained political, financial and popular support for CERN's scientific and broader societal missions.”

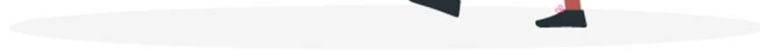
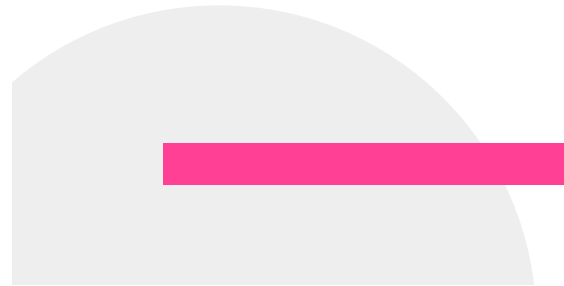
Goals of CERN Alumni Network:

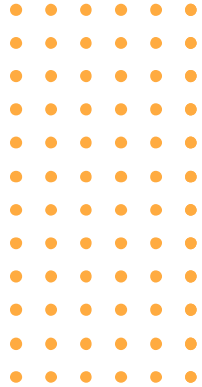
- demonstrate the positive impact on society of a professional experience at CERN
- build a network of ambassadors
- provide support to early career alumni when they move out of academia



02

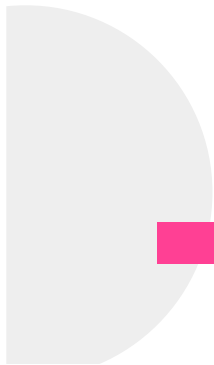
BUILDING A CASE FOR SUPPORT

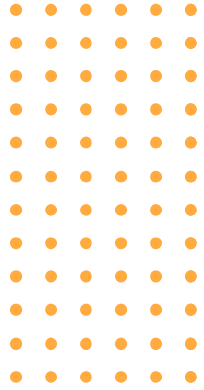




CEU: QUICK FACTS

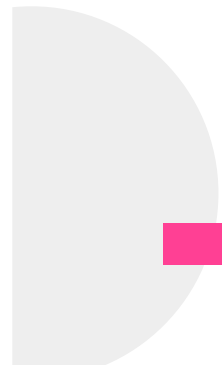
- Educating global changemakers since 1991
- Campuses in Vienna (since 2019) and Budapest
- Offers English-language BA, Master's and doctoral programs in the social sciences, the humanities, law, management and public policy
- Approximately 1,400 students and 370 faculty members from more than 130 countries
- Accredited in United States, Austria and Hungary
- Programs ranked among Top 100 in the world

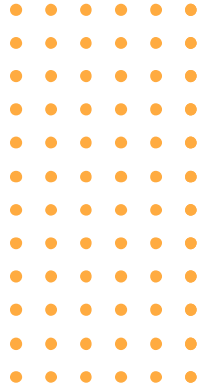




What is a case for support and why does it matter?

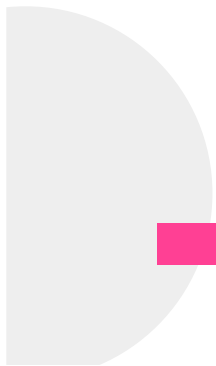
What are the key elements of case for support?

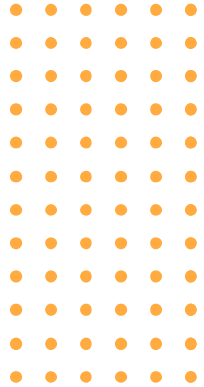




Your case for support is a statement explaining:

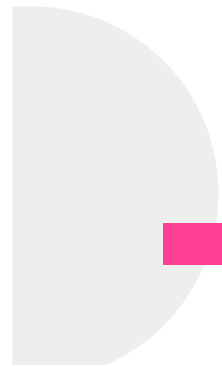
- What your team does
- Why is your story important, relevant and timely for your institution
- Why people should support you

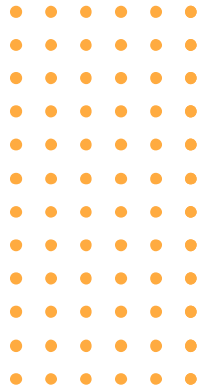




Your case for support should be:

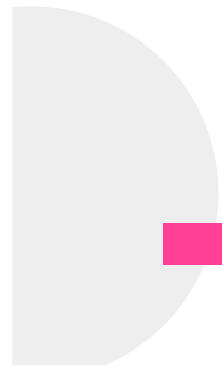
- Inspiring
- Logical
- Emotional
- Brief and interesting





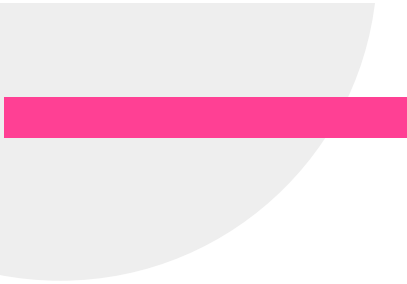
Your case for support is a tool which you can use to:

- Communicate** clearly the value and impact of your work
- Inspire** support by telling a compelling story of impact
- Plan** future activities
- Train** new members of your team



CEU
impact 





Interactive exercise

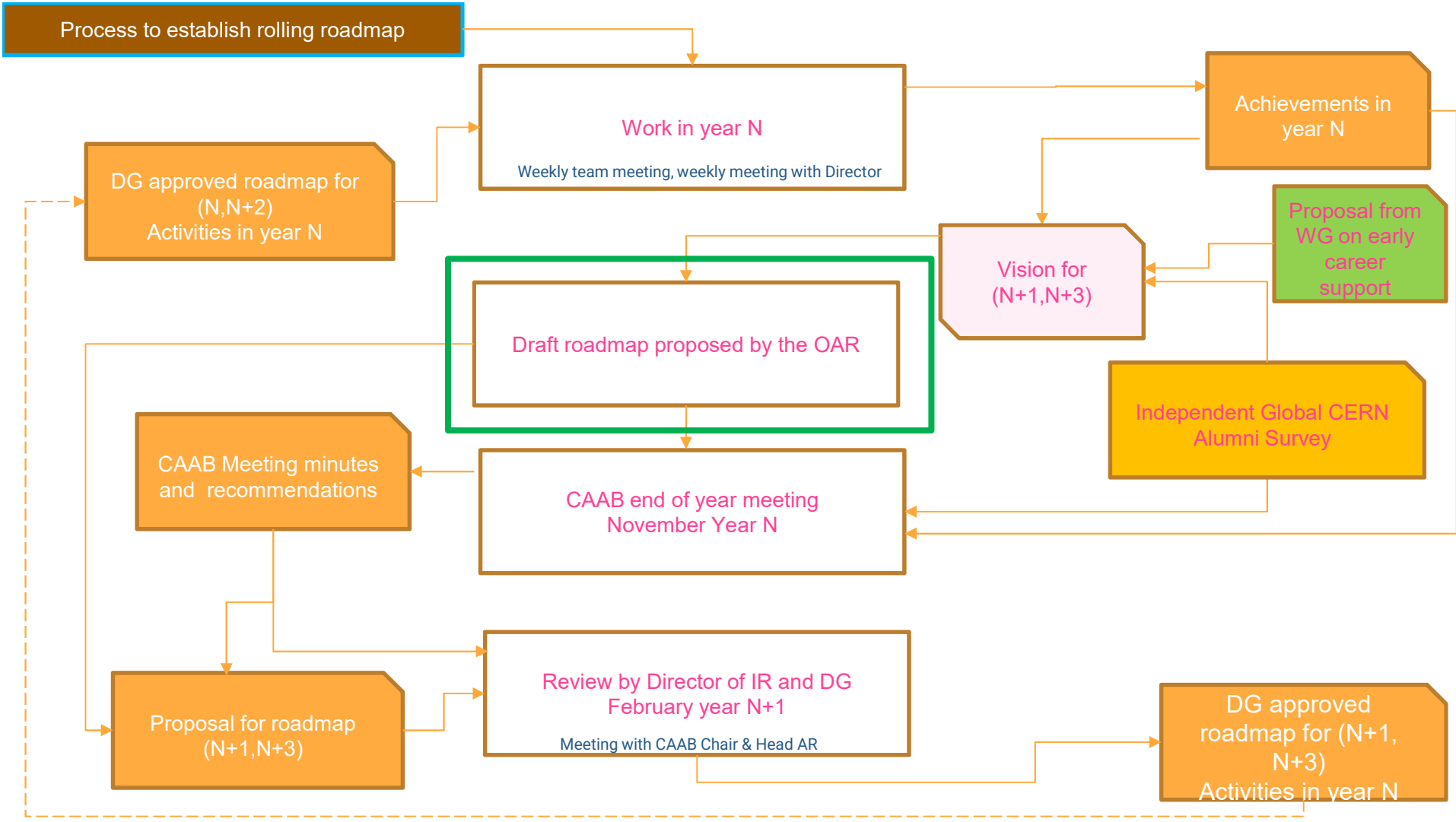
Map out your stakeholders and draft a sample case for support for your institution in Miro
Breakout room discussion for 10 mins

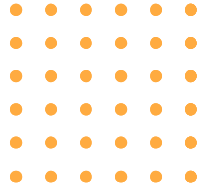




Your case for support

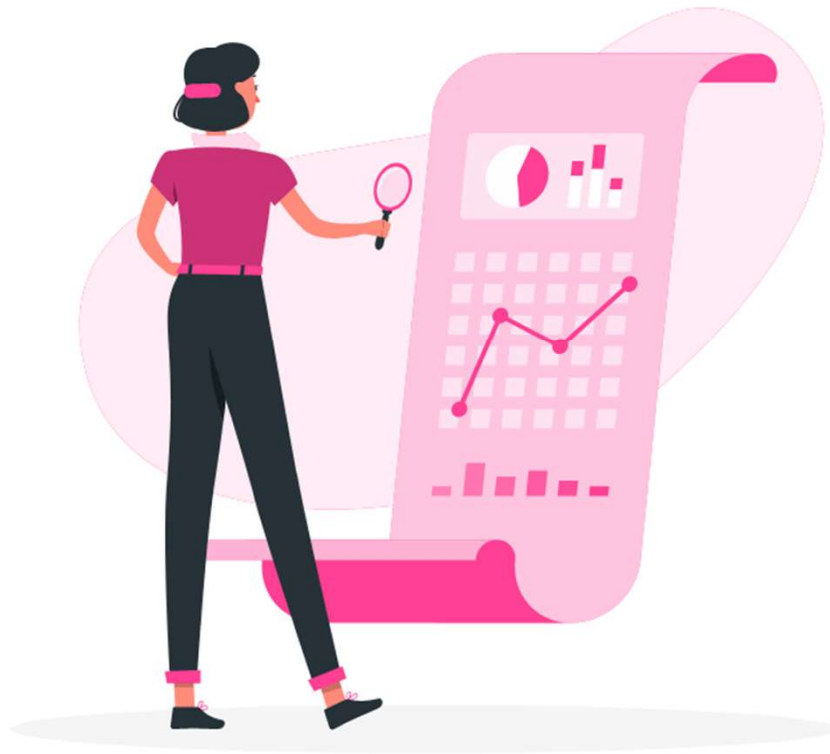
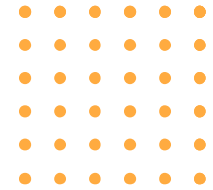
- Highlight the 'what's in it for me?'
- Identify your stakeholders
- Define your UVP for your stakeholders
- Resources





Break

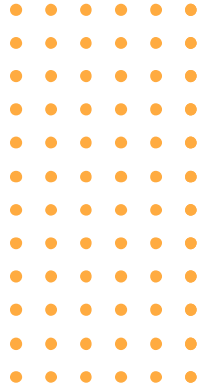




03

ALUMNI
ENGAGEMENT





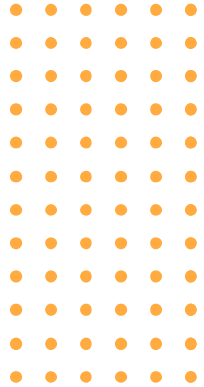
What is alumni engagement?

Meaningful activities that:

- Alumni value
- Build enduring and mutually beneficial relationships
- Inspire loyalty and financial support
- Strengthen the institution's reputation and advance its mission

** From Alumni Engagement Metrics White Paper 2018, Council for Advancement and Support of Education*





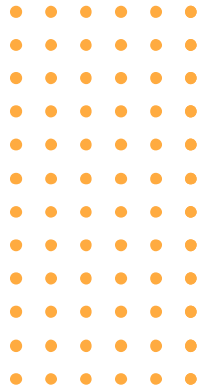
The four pillars of alumni engagement

Pillar # 1: Volunteer engagement: local groups, student recruitment, career development and more.

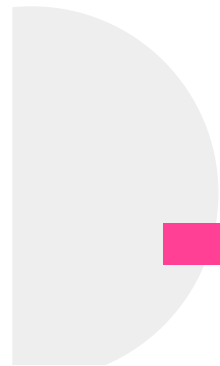
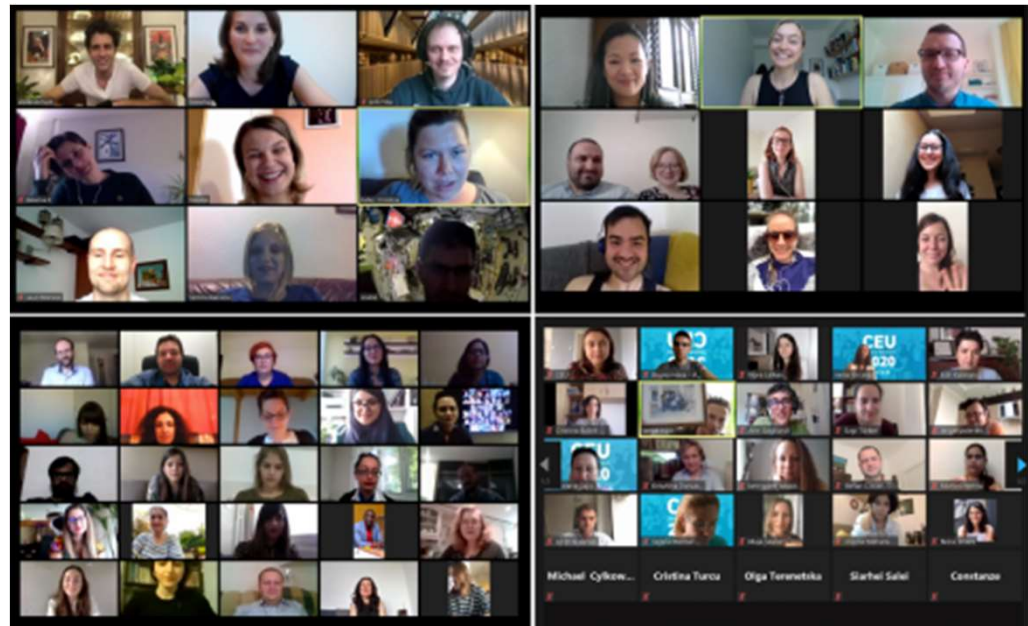
It's a strange and stressful time for all of us, so just note I'm here for you if you need to discuss your topic, get through academic concerns, or simply just vent to someone and get some recommendations on what to watch."

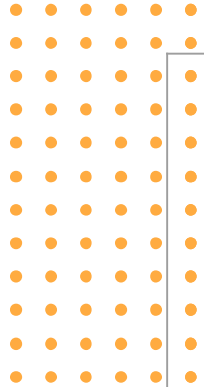
**Lucy Szemetova (NATI ,19)
Thesis Buddy alumna volunteer**





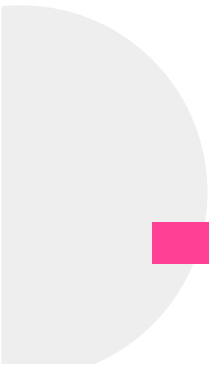
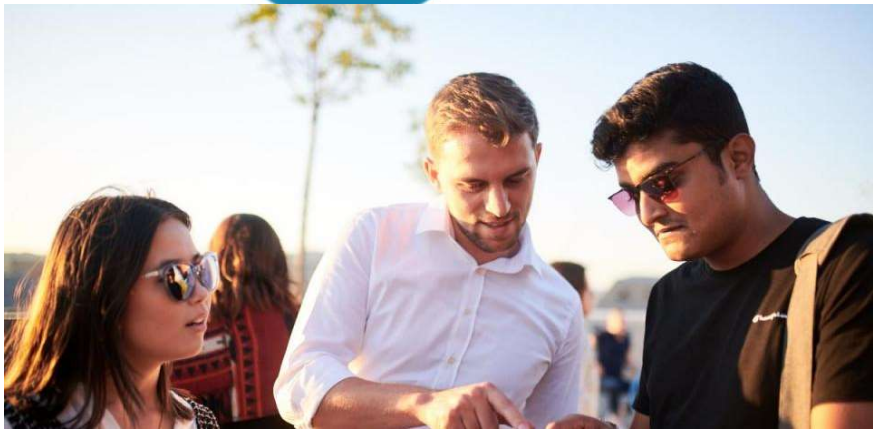
Pillar # 2:
Experiential
engagement:
events, services
& benefits

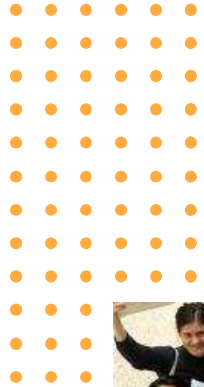




Pillar # 3:
Communication engagement:
social media, E-news, web

- Updates from CEU
- Alumni news: awards, appointments, publications
- Nostalgia
- Event promotion
- Volunteering opportunities
- Fundraising





Pillar # 4: Philanthropic engagement:
funds supporting students and departments



STUDENTS IN THE FOCUS:

COVID-19 Emergency Assistance for Students

What alumni are saying:

"To have the opportunity to give back to my Alma Mater is my greatest pride. Helping the most vulnerable during these difficult times should be the utmost goal of each of us."

"You may be far from home, but you are not alone!" -

"Everyone deserves a chance to complete their education, no matter how great the challenge. Good luck!"

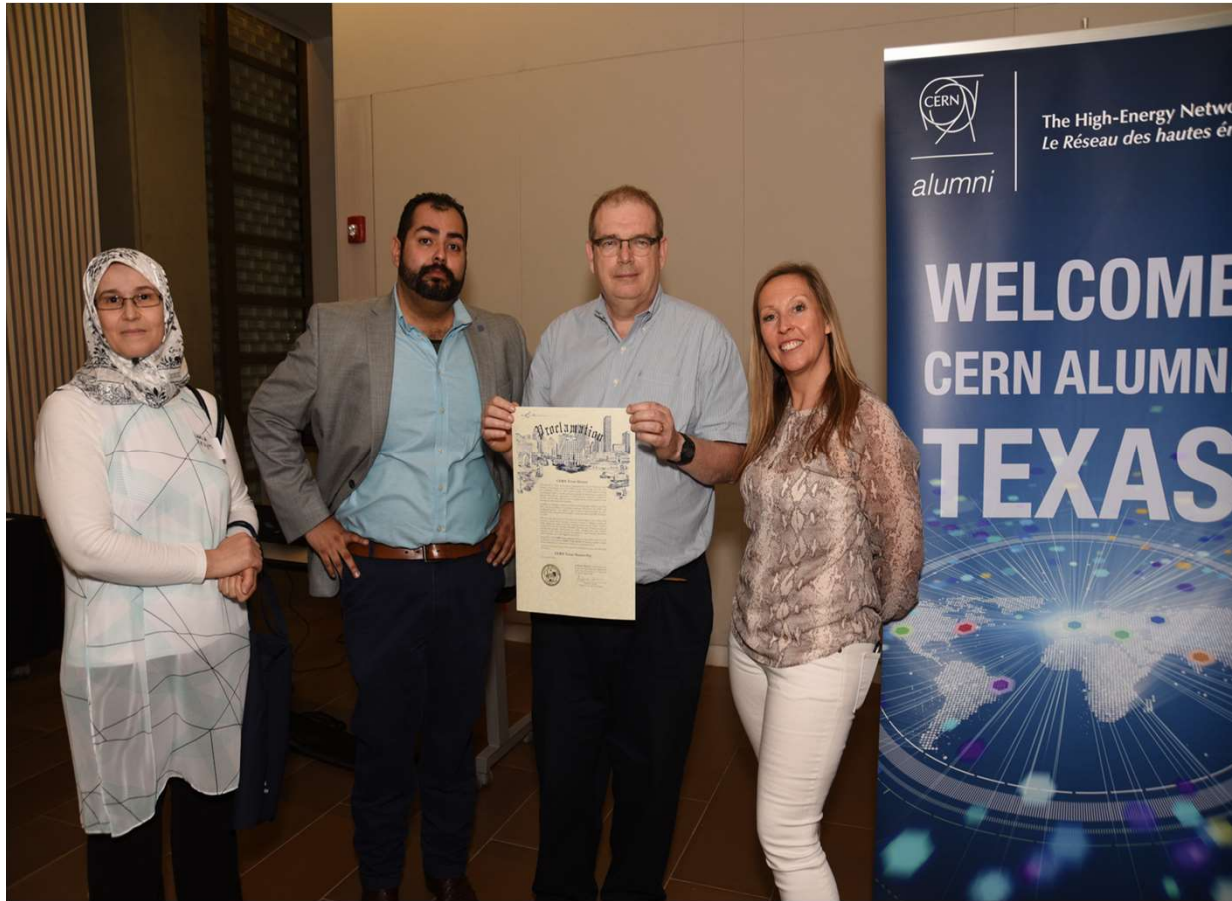




04

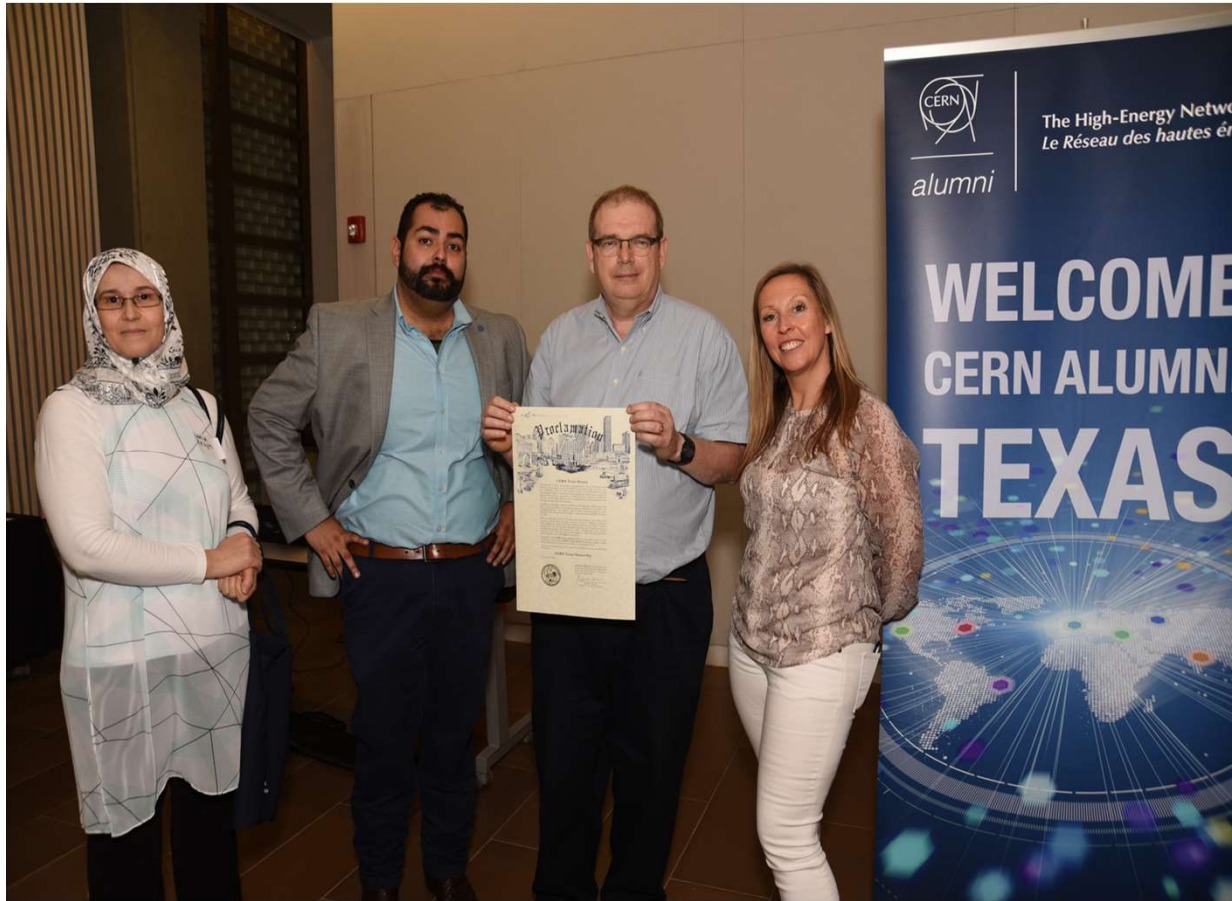
BUILDING SUPPORT
in practice





Building alumni engagement.

- Identify reasons for engagement 'what's in it for me?'
- Altruistic/Self-centered?
- Clear opportunities & guidelines
- Match with strategic goals



Building alumni engagement.

- CAAB Member
- Group managers
- Mentor
- Speakers & panellists
- Organise an event
- Content providers
- Advertise jobs
- Sponsor CERN project via CERN & Society

Engagement Scoring

Ranking

Alumni Engagement

VALUES OF ENGAGEMENT SCORING









You can adjust the points awarded by each action of the scoring engagement between a value of 0 and 10

USER INVOLVEMENT

Created a post

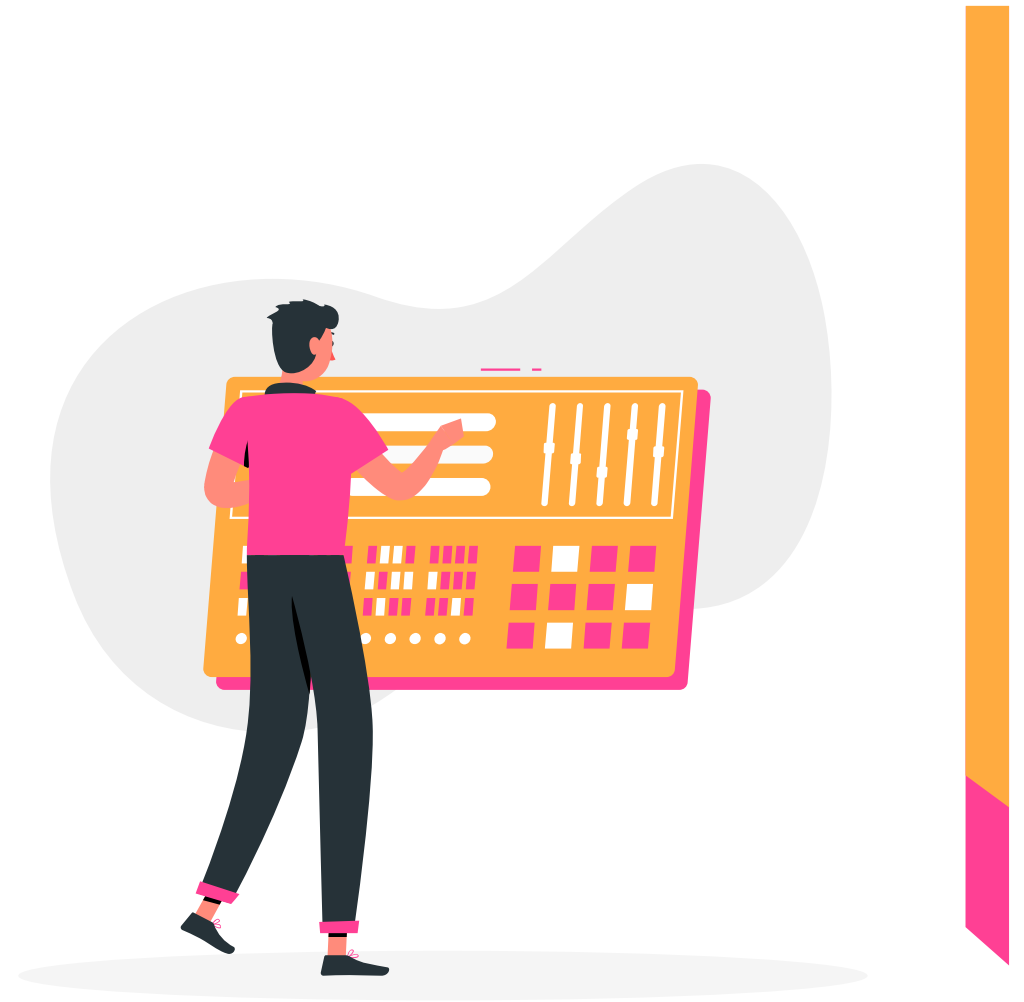
Created an opportunity

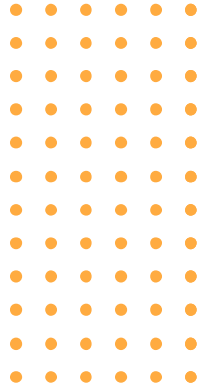
Participated in an event

	Clusters	Score	Last visit
 Rachel Bray	CERN Members	12213	24 May 2021
 laure Esteveny	CERN Members	2726	23 May 2021
 Caroline Boudou	CERN Alumni	1052	19 May 2021
 Orestis Galanis	CERN Alumni	815	22 May 2021
 Paul Alvarez	CERN Alumni	619	26 Apr 2021
 Adam Jacholkowski	CERN Alumni	559	24 May 2021
 Chiara Bianchin	CERN Alumni	510	20 Apr 2021
 Giordano Cattani	CERN Alumni	495	20 May 2021

05

RECOGNIZE,
RETAIN AND
EXPAND





CEU's Volunteer Recognition Program

**Volunteer
Pros**

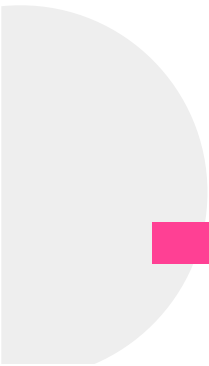


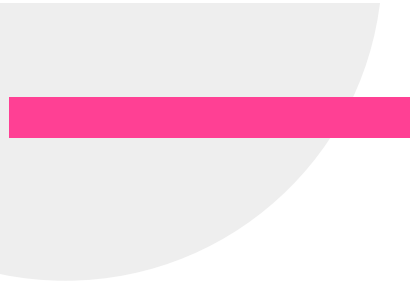
Those alumni who engage with CEU as chapter, career or recruitment volunteers.

**Volunteer
Champions**



Those alumni who engage frequently and / or across various volunteer roles.





Interactive exercise

How to recognise your alumni?

Brainstorm your examples on Miro. 10 MINS

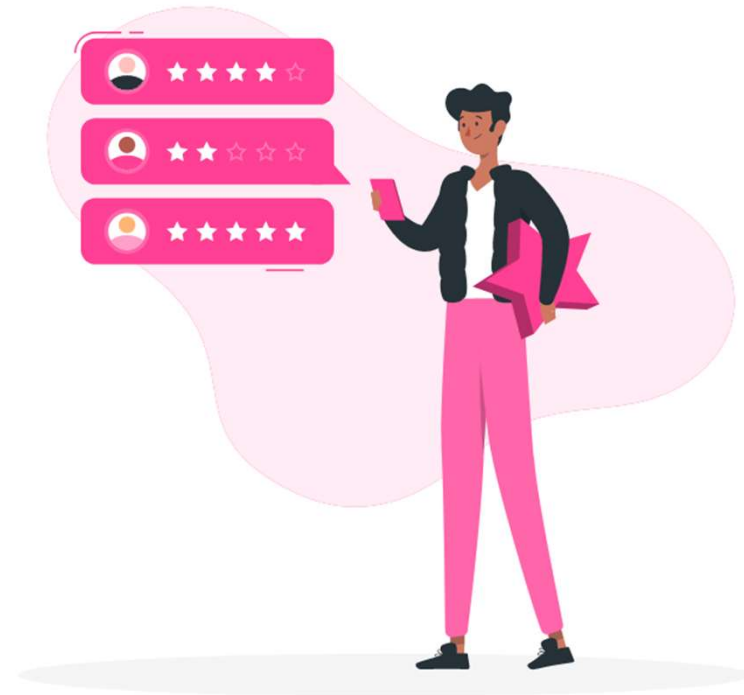
CEU's volunteer recognition program:

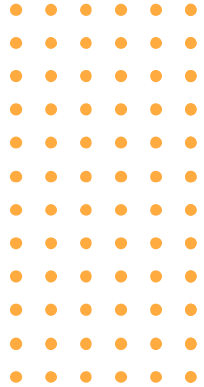
<https://alumni.ceu.edu/get-involved-give-your-time-talent-and-help-ceu-thrive>



06

KPI'S & METRICS





CASE GLOBAL ALUMNI ENGAGEMENT METRICS SURVEY

Annual survey launched in 2019, participating institutions from more than 80 countries. Measures alumni engagement across four “modes”: Philanthropic, Volunteer, Experiential, and Communications

The survey results enable participating institutions to:

- ✓ **Measure and compare metrics** across global and aspirational peers year-over-year.
- ✓ **inform initiatives** supporting educational advancement.
- ✓ **Help institutional leaders** set goals, assess performance, build capacity, and make informed, strategic decisions regarding investments in advancement.





KPIs and Metrics to measure success.

“

What can't be measured, can't be managed!

”

- Measure volunteering (both volunteering & interest)
- Event attendance, participation & value
- Content comments & shares
- Email open & click rates



KPIs and Metrics to measure success.

Objective	Metric
Enhance Stakeholder Experience	<ul style="list-style-type: none">• Community growth• # active users as % of total• # visits/ user
Increase support to early career transitions	<ul style="list-style-type: none">• # jobs posted• Post event survey (satisfaction, lessons learnt, value)• # registered mentors/mentees
Develop appealing content	<ul style="list-style-type: none">• Measure traffic to platform & returning visits.• # number alumni interactions• # alumni generating content



THANKS

Do you have any questions?

