2022

Identifying patterns of alumni commitment in key strategic relationship programmes

Ilda Pedro

Objective 1. To characterize the alumni commitment.
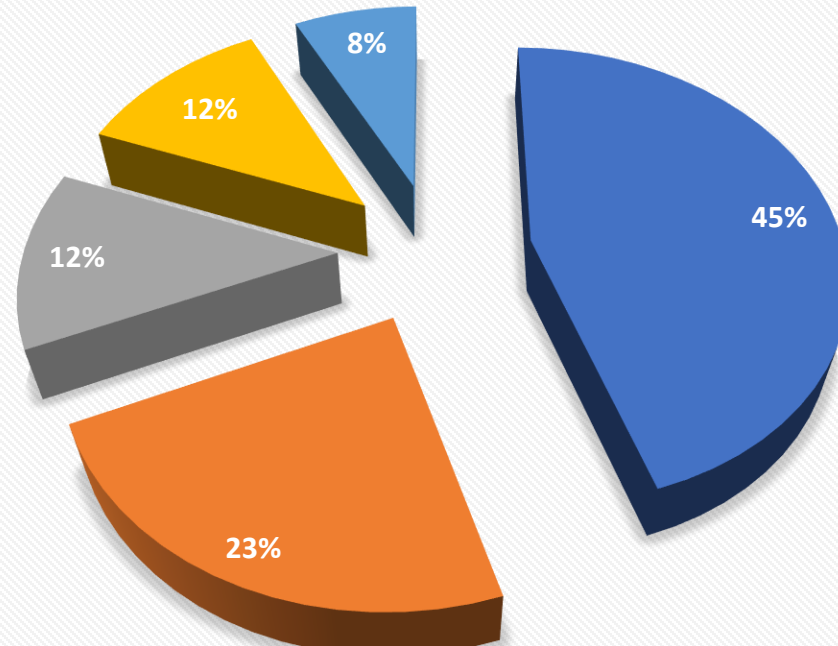
Objective 2. To describe overall patterns in alumni commitment.

Clustering- N=1,075 alumni who assert intention to collaborate

Binary logistic model-N=2,008
Dependent variable- Intention to collaborate (1 for "Yes" and 0 for "No")

Identifying patterns of alumni commitment in key strategic relationship programmes

# Five clusters, based on commitment relationship

Variables used in the cluster analysis

- ✓ Commitment relationship;
- ✓ Afective Commitment;
- ✓ Cognitive commitment;
- ✓ HEI's commitment
- ✓ Academic experience
- ✓ Sociodemographic

45%

23%

12%

12%

8%

■ Enthusiastic ■ Shy but curious ■ Awake committed ■ Sheepish committed ■ Need a little push group

ICareAlumni 2022

Identifying patterns of alumni commitment in key strategic relationship programmes

Need a little push

CR= 4.59
AC= 6.15
CC= 4.96
HC= 6.32

Sheepish committed

CR= 4.05
AC= 4.79
CC= 4.33
HC= 5.90

Enthusiastic

CR= 7.20
AC= 7.10
CC= 6.11
HC= 7.45

Awake committed

CR=5.68
AC=6.46
CC=5.67
HC=6.86

CR= 5.66
AC= 6.09
CC= 5.96
HC= 7.73

Shy but curious

ICareAlumni 2022

Identifying patterns of alumni commitment in key strategic relationship programmes
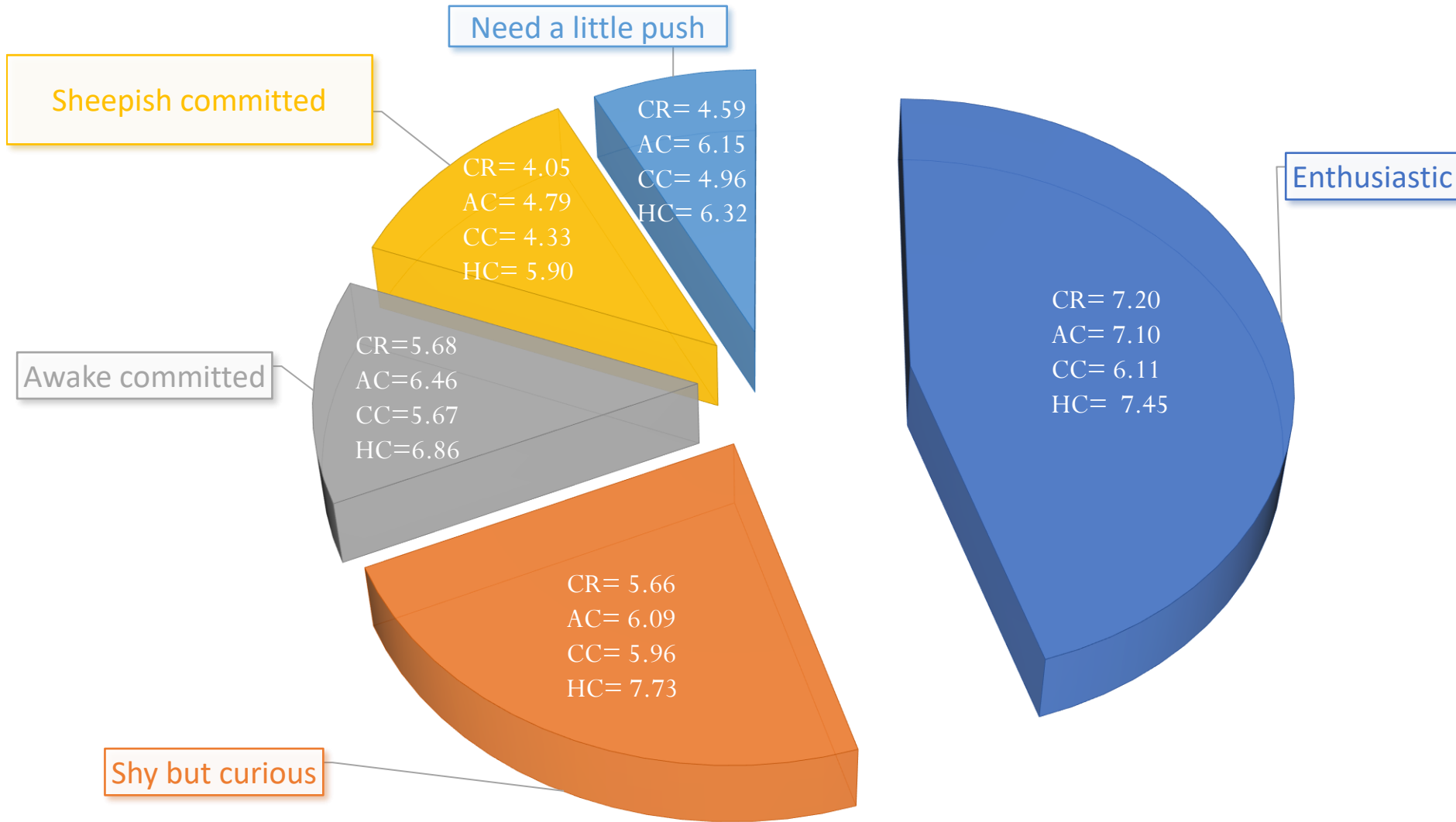
Binomial model, intention to collaborate.

Predictives

Sociodemographics:
- Gender (male -0.242**)
- Marital status (married -0.498*)
- Volunteering (-0.857***)

Affective commitment
- Sense of belonging (0.214***)

Academic experience
- Sororities/fraternities (-0.509***)
- Extracurricular activities (0.053**)

HEI's commitment
- Request collaboration (0.244***)
- Communication (0.234***)
- Opinion (0.168**)
- Quality (-0.200***)

ICareAlumni 2022

Implications

Segmentation & predictive model

Affective and cognitive commitment
Pride
Sense of belonging
Trust
Benefits & advantages

HEI's commitment
Communication
Solicitations
Social & academic
integration

Commitment indicators
Further training
Share experience
Give help

2022

Obrigada
Thank You

Identifying patterns of alumni commitment in key strategic relationship programmes

Ilda Pedro, ipedro@ualg.pt
https://www.linkedin.com/in/ilda-pedro/