

## **How to reactivate the Alumni-UNICAMP Platform from the Alumni-UC Network.**

Andréa Cristina Tavares Franco de Godoy<sup>1</sup>

<sup>1</sup>Professional for Administrative Affairs, Institute of Biology, State University of Campinas UNICAMP, Campinas, São Paulo, Brazil. Email: agodoy@unicamp.br

### **Abstract:**

This article shares the experience of international mobility promoted by the Executive Board of International Relations at the State University of Campinas in partnership with Banco Santander. I will report my experience during international mobility at the University of Coimbra, more specifically with the International Relations Division sector. The main objective of the visit was to seek experiences to identify actions that culminated in the high adherence of the Alumni at the University of Coimbra. Therefore, I got to know the platform and the work carried out by the Alumni team of the University of Coimbra in depth. I intend to incorporate the knowledge acquired in order to publicize the platform and attract new Alumni from the Institute of Biology at Unicamp.

**Keywords:** Alumni, Graduway-Gavyty, international mobility, platform, Unicamp.

### **Background and objectives**

The State University of Campinas - Unicamp is a public institution of higher education, founded on October 5, 1966, located in Campinas - São Paulo / Brazil.

According to the data presented by the Statistical Yearbook 2022 - Base 2021, “Unicamp has 65 Undergraduate courses, which the Institute of Biology (IB) is part of, 158 Post-Graduate courses, in a total of 39,380 students, including regular and special students. Undergraduate studies concentrated just over half of these students, precisely 21,630 or 55% overall. The remaining 17,750 enrolled (45% of the total) were divided into 82 master's, 72 doctoral and 4 specialization courses”.

IB has been created on January 31, 1967. It has two Undergraduate courses: Course 06 - Biological Sciences - full-time (236 students enrolled) and Course 46 - Degree in Biological Sciences (229 students enrolled), Master's Programs (209 students enrolled) and Doctorate (405 students enrolled), 98 professors, 142 non-teaching staff and 01 researcher.

Throughout its existence, several generations of students have attended IB and taken the University's name to the world. Nationally and internationally speaking, it is increasingly important to be aware of establishing a contact network with graduates. The evaluation success of a Higher Education Institution is mainly due to the unique and invaluable value of the graduates that permeates the world, taking the name of the Institution and its solid formation wherever they go.

It is worth contextualizing the etymology of the word Alumni, a Latin term used worldwide that means "former student" of an institution.

Formally, Unicamp Alumni Network has been initiated during the Covid-19 pandemic on August 6, 2020. The Platform used is Graduway - Gavyty. Right from the start, the platform had a membership of about 5.000 subscribers. In addition to allowing graduates to engage with current students and professors, the tool aims to encourage the establishment of contact networks for mentoring, internships, jobs and scholarships.

Each Unicamp unit has a facilitator who undergoes training on how to use the platform correctly. The role of the facilitators is to publicize this platform, thus contributing to keeping it alive and constantly active. No easy task!

In this regard, the strategy used was to carry out international mobility to learn about the mechanisms used by the University of Coimbra (UC), which has achieved great success in managing the Platform and getting in touch with the students who are graduated. It is worth mentioning that the University of Coimbra is a university that has one of the largest graduates population registered on its Platform called NONIO, with around 37,000 alumni.

### **The Process**

For a long time, the IB sought to implement a system to maintain in touch with students who had already graduated in Biological Sciences. In 2019, this subject was one of the guidelines in the IB GePlanes (Strategic Planning). The main objective was to discover new paths to contact this graduate back to the University, thus maintaining the bond and seeking improvements and skills to be a partner in the Brazilian and international community.

Choosing UC for the international mobility experience is due to its computerized system since 2006, and this has been presenting very significant results in the Alumni-UC Network use.

International mobility was implemented from October 16 to 31, 2022, in the UC Division of International Relations sector (DRI).

The most diverse subjects were addressed in the university, such as UC Cooperation and Partnership Agreements, Outgoing Student Mobility, Internationalization of Study Cycles, Erasmus Mundus Joint Masters, and International Credit Mobility KA171. As the main focus of the mobility was the Alumni, we will only approach this topic further.

The Alumni-UC Network has around 37,000 undergraduate students, graduates, exchange students, master's and doctoral students registered on the Platform.

The system used by the UC is called NONIO. This same system is used for the university's academic, pedagogical and payment management.

In the Alumni-UC Network, users can view their own personal data, such as courses taken,

academic training, professional situation and the request for the Alumni Card. To search for former students, it would be necessary to register in the Student Associations in the Alumni-Unicamp Platform.

DRI contacts public and private entities to obtain discounts for members of the Alumni-UC Network. If an external entity expresses interest, DRI ensures that a draft is filled in and the partnership is disclosed to members of the Alumni Network.

UC establishes partnerships with restaurants, gas stations, laundries, pharmacies, beauty clinics, gyms, etc. It is up to the alumni to present the Alumni-UC Card at the partner establishment to obtain these benefits.

The Alumni-UC cards are printed by the DRI employee, enveloped and mailed together with a letter from the University dean.

### **Results and Impacts:**

Considering that the focus of the mobility was knowing in depth how the Alumni-UC Platform works, the conclusion of high adhesion of current and former students to the platform was due to the discounts and external benefits provided by the acquisition of the Alumni-UC Card.

At Unicamp, we believe that, initially, we should publicize more intensely the existence of the Alumni platform to the IB community that is unaware of it, including the professors themselves.

In this way, the main measures were:

- 1- the creation of an institutional email for communication with the ongoing community and IB graduates ([alumniib@unicamp.br](mailto:alumniib@unicamp.br));
- 2- the facilitator sends to the graduates of the current semester an institutional email with the link to register on the Graduway-Gavyty Platform, thus justifying the importance of the student keeping in touch with the University;
- 3- periodic meetings with the scientific publicizing team at the IB and Graduway-Gavyty for guidance and updates on the best way to report events and the platform itself;
- 4- access to the platform is available on the main IB media.

In addition, in 2023, we will invest in campaigns such as Freshman Welcome, Birthday Cards, Coffee Break, Invitation to Testimonials, and publicizing photos of Festive Events and Awards, using the platform as a means of communication.

### **Conclusion:**

We conclude that the low adherence (6.238 Unicamp users registered on the platform, 237 Alumni - IB, 4.332 Alumni-graduates) of the Alumni IB was due to the low publicity and lack of

knowledge of this platform in the IB community. We believe that the planned efforts arising from the experience lived at UC will contribute to a high adherence rate to the platform.

All the knowledge acquired will be reported and shared with all Unicamp Teaching Units and the Graduway - Gavyty community.

**References:**

<https://www.siarq.unicamp.br/50anos/a-unicamp/historia>

<https://www.aeplan.unicamp.br/anuario/2022/anuario2022.pdf>

[https://www.ib.unicamp.br/biblioteca/nossa\\_historia](https://www.ib.unicamp.br/biblioteca/nossa_historia)