

Global Competence to Foster Commitment for the SDGs



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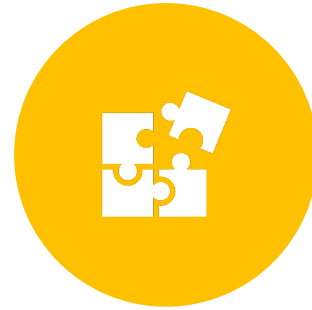
Demands on Higher Education



BRAND &
REPUTATION



TALENT
ATTRACTION



INNOVATION



SOCIETAL IMPACT

Global Challenges



SUSTAINABLE DEVELOPMENT GOALS



Alumni's Contribution

Education

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

Research

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

Serving Society

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

Organizational Commitment

It is characterized by three factors:

- ✓ a strong belief in the **goals** and **values** of the organization
- ✓ a desire to stay a **member** of the organization
- ✓ a willingness to put in **effort** on behalf of the organization

(Mowday et al., 1979 p 226)



Definitions

Global Competence

the capacity to...

- ✓ Examine local, global and intercultural issues
- ✓ Engage in open, appropriate and effective interactions with people from different cultures
- ✓ Act for collective well-being and **sustainable development**

[The OECD Pisa Global Competence Framework 2018 \(OECD, 2018c\) \(p.7\)](#)

Social Responsibility

- ✓ To have a deep concern over broader moral and ethical problems, with a strong sense of justice
- ✓ Tends to help people even when there is nothing to be gained from others

[Berkowitz and Lutterman \(1968\) \(p.169-171\).](#)

Global Alumni Ambassadors



Survey

Topics

- ✓ World View & world fairness
- ✓ Social Responsibility
- ✓ Commitment to University
- ✓ Willingness to Pay
- ✓ International Experience
- ✓ Basic Personal Info

Target Groups

- ✓ School of Economics and Management
- ✓ Graduates of Bachelor's Programs
- ✓ 2015 -2021 (included Gen Z)
- ✓ 2,400 emails of which 52% opened the email
- ✓ 150 started survey / 84 completed it

Willingness to Pay (WTP)

WTP is the **maximum price** a customer is willing to pay for a product or service. It's typically represented by a dollar figure or a **price range**.

Donation Range

50 to 100 euros per year	101 to 200 euros per year	201 to 499 euros per year	500 euros or more per year	nothing
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Volunteering Time Range

1 to 4 hours per year	5 to 10 hours per year	11 to 24 hours per year	more than 25 hours per year	none (69)
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Results

International Business Administration

- ✓ English
- ✓ Study abroad option
- ✓ 52% respondents

Bedrijfseconomie

- ✓ Dutch
- ✓ No Study abroad option
- ✓ 48% respondents

Total = 82 respondents

98% = under 30 years old

88% = Dutch nationality

44% = studied abroad

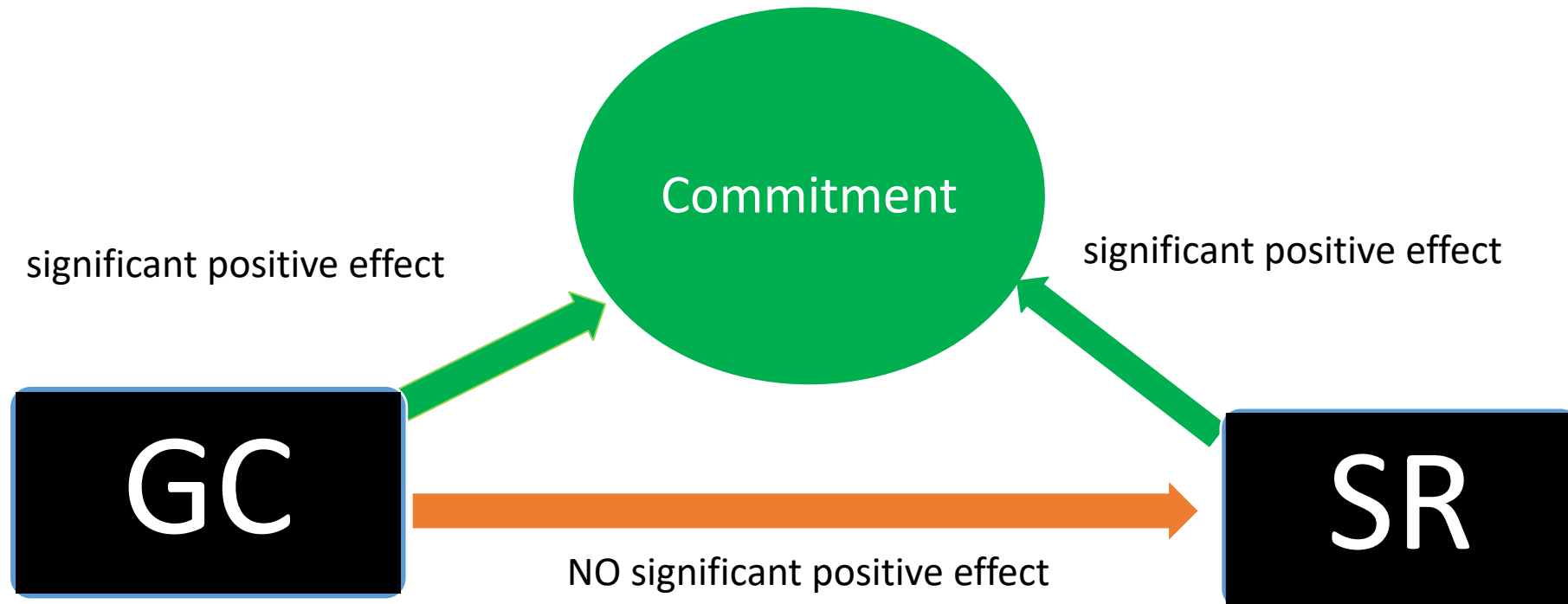
70% = took a course on managing cultural diversity

67% = have jobs working or collaborating internationally

Willingness to Pay

Activity	International Business Administration	Bedrijfseconomie	Total Alumni of both groups
Would donate to Tilburg University in general	30%	13%	21%
Would donate to research in general	21%	13%	17%
Would donate to student scholarship fund	39%	23%	32%
Would donate to research projects for socially responsible causes	49%	41%	45%
Would volunteer to support local alumni activities	74%	59%	67%
Would volunteer to support student activities	79%	74%	77%

Main Results



Conclusion

- ✓ Both GC and SR have significant direct relationships with alumni's commitment
- ✓ Alumni's WTP showed that 56% of young alumni (between ages 20 and 30 years old) would donate to the university: for a general or specific objective purpose
- ✓ 81% of alumni would donate time supporting either alumni or student
- ✓ 88% of all survey participants would donate either money or time to the university

THANK YOU FOR YOUR ATTENTION

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