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CTU Prague
13-14 June 2024



Title & About



Time

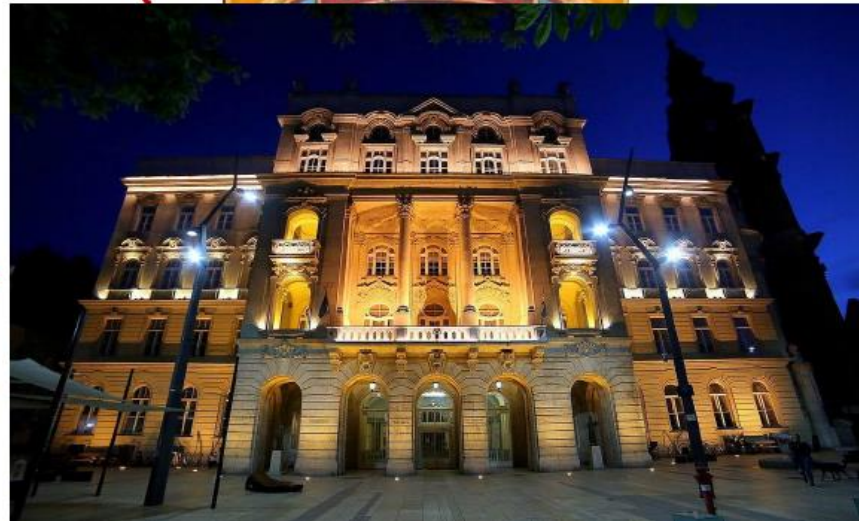


International
career



Internal
Collaboration

for
more congruent activities,
coherent campaigns



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Internal Collaboration - Why?

➔ To reach higher efficiency!

Facts:

1. Alumni is a huge, growing asset
2. Potential is significant
3. Alumni smallshops have limited resources
4. Campaigns' efficiency is growing if *coherently* multiplied by at least 5 channels
5. There are several stakeholders to collaborate!



Dedicated challenge: conscious, systematic development of a *congruent* alumni life - i.e. regardless of alumni's faculty.

Who? Main Internal Stakeholders

Faculties

Deans, deputies, heads @

- Institutions
- Departments
- Alumni Chapters' representatives

Students

Directly through the students' platform, social media etc.

- Their leaders esp. @ Students' Online News
- Their representatives at the faculties

Headquarters

Central departments for

- Career Services, Quaestura
- Marketing & Communication
- Innovation & Strategy

For a Mutually Beneficial Cooperation need to involve and engage:

- Academic side → departments, faculties, chapters' leaders
- Students' representatives and leaders

Plus enhance collaboration across these to support Institutional Alumni Success!

Convince - Key Arguments to Collaborate

Faculties are like strongholds „*my house is my castle*”

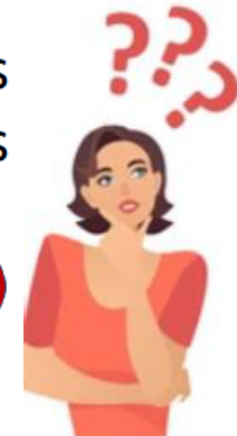
- self-aware small „universities” within „The” University
- striving for independence and maintaining it
- avoiding commitments towards surplus activities – if possible
- carefully exercising their rights provided by the university regulations



Logical persuasion is possible, but it requires time & persistence as the alumni activity is the umpteenth assignment of A.C. colleagues

Need to join efforts in:

- communication, activity, vision, strategy



How to Initiate Collaboration? I.

1. By drawing stakeholders' attention to common interests



Talk a lot – understand-convince-explain e.g. recruitment goals, networking values
 F2F discussions with key persons; role of common events with famous alumni

2. By acknowledging their roles and independence



Building trust by giving help to their initiatives – Grants to professional alumni events; member record, grads gifts, creatives, content, internship to students;



3. Motivate, inspire & help them to reach their goals



WWB Sessions; comm. workshops e.g. for newsletters; competitions & games to share; keep an eye on their progress & value results, give feedback

How to Initiate Collaboration? II.



WIN-WIN: MAIN STAKEHOLDERS

- **Faculties:** deans, leaders of institutions and departments, Alumni Chapter coordinators
- **Students:** association representatives, communication leaders (also at faculties)
- **Central offices:** Innovation; Strategy; International; Career; Communication
- **Top leaders**
- **Alumni**

HOW TO HELP E.G.?

- Grants; WWB hours, workshops, inspiration, tutorial, creatives; relevant content, member record
- Scholarships; Graduation gifts, presents, competitions, content, networking events
- Common events; inspiration, tutorial; relevant news, interviews, Research A.C.
- Visible results, prominents involved, Vibrant Alumni life valued by other unis
- Events, competitions, %, networking etc.

Conflict zone - Aligning Interests

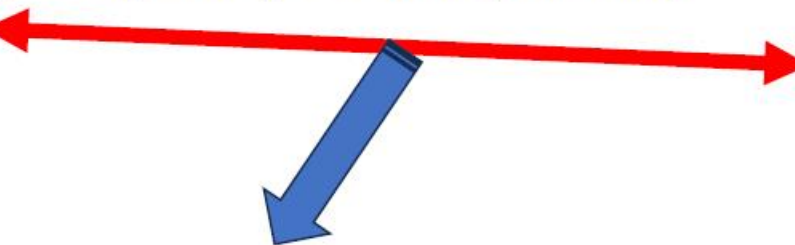
Good Example

FACULTIES i.e. „ACADEMIC SIDE”

Offer further education in their faculty
 Attract and involve - to help the Faculty –
 e.g. teach, co-operate, research, mentor,
 donate

CENTRAL HQ i.e. „NON-ACADEMIC SIDE”

Attract and involve - to represent the whole UNI
 Offer education - anywhere within the UNI
 Attract and involve - to help the University: to
 donate, cooperate, communicate etc.



There are many foundations around the university.
 Let's declare: it doesn't matter who an alumn favours:
 the point is to donate any of these



Summary – Potential Takeaways

Goal: more congruent activities, coherent campaigns

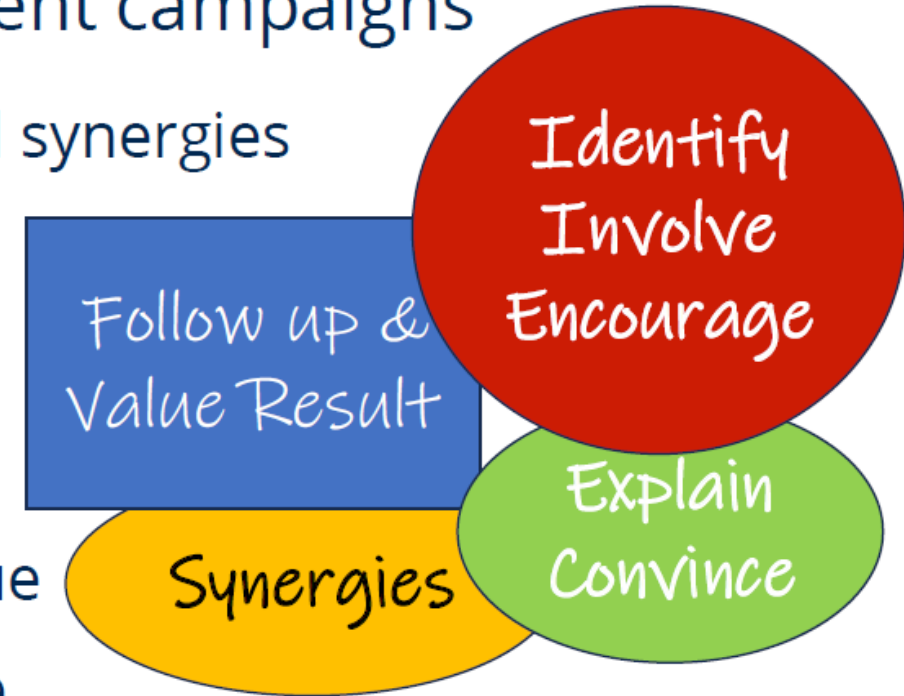
Why → To reach **highest efficiency**, find synergies

Who → Internal stakeholders

Convince → Joined efforts

How → Talk - understand & convince,
 WWB, encourage, follow & value

Conflicts → Identify & explain, convince



+ Common „NOBLE GOAL” → ELTE Alumni Scholarship



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Thank you!

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iCAREAlumni – 2024 Praha



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