

Enhancing accreditation through Alumni Management: Sharing experiences

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Accredit with an international and prestigious accreditor that could allow this relatively new School to:

- Improve its quality management system
- Accelerate the program's internationalisation process
- Increase teaching and student exchange
- Conduct joint research with other universities.



To meet these objectives, the School's Council applied to be a member of the European Foundation for Management Development (EFMD) network and was accepted in December 2015.

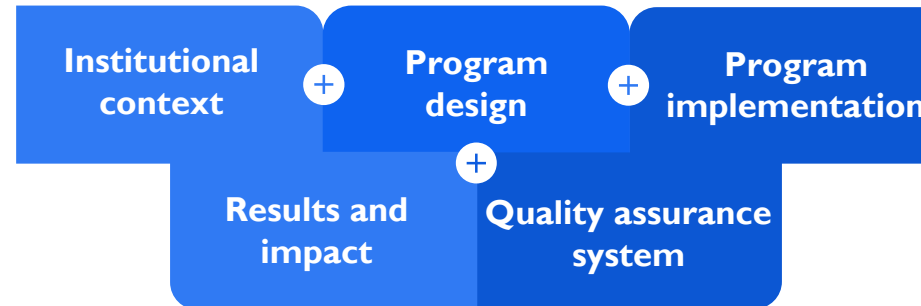
EFMD Accreditation



Pillars

- 01 Internationalisation
- 02 Perspective and business connection
- 03 Ethics, responsibility, and sustainability

Standards



Alumni Management Office

Timeline



Alumni Management Office

Establish active and systematic engagement with our graduates to contribute to their professional development and the strengthening of the Management Community



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Coordinator



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Assistant

Developing the foundation of the Alumni Management Office

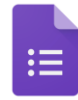
Phase 1: Building a Strong Foundation

Phase 2: Understanding Alumni Needs

- Gathering university data and conducting focus groups
- Researching and evaluating software tools specifically designed for alumni data management and communication



tools out of budget



Google Forms

Google form as a survey tool

- Develop a university-type profile on LinkedIn so their alumni and students could include it as education
- Establishing communication channels with alumni to create a foundation for ongoing engagement



- Survey to collect data on alumni's updated information, demographics, interests, engagement levels, and satisfaction
- Identify critical priorities for the alumni network
- Work with the graduation coordinators of each class
- Organise meetings to gather insights

Alumni Transversal Strategies

- Maintain an up-to-date alumni database → implement a tracking system for them
- Upon graduation of a new alumni cohort, the Graduation Office is consulted for existing data
 - This data is supplemented by the "Alumni Update Survey" initiative

Communication strategy to keep alumni informed, engaged, and connected



- "Monday Motivation"
- "Employability Wednesdays"
- Events or workshops
- Postgraduate educational opportunities
- Internationalisation prospects

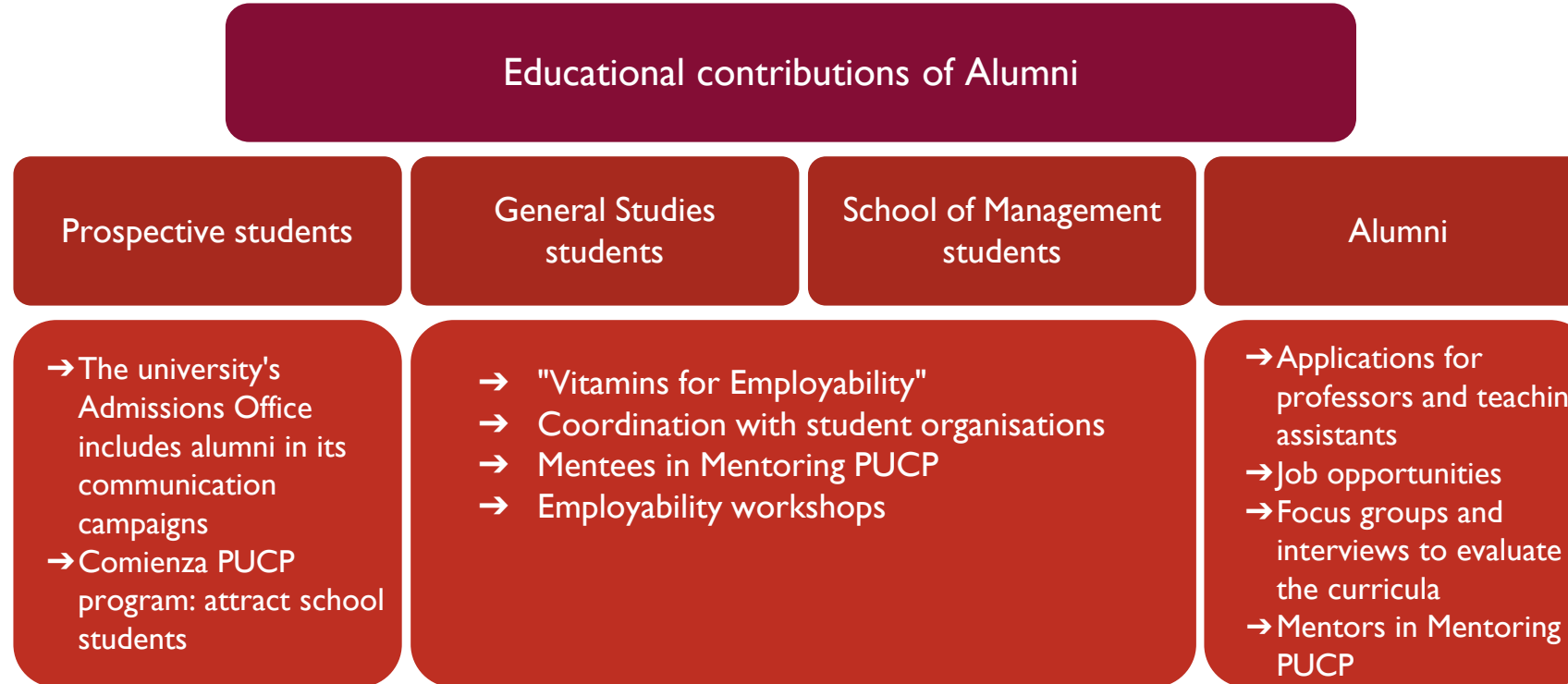
Track alumni participation through a system that identifies alumni engagement

- Section for tracking alumni engagement in the database
- The AMO provides the database to professors to encourage course invitations and a spreadsheet for tracking
- LinkedIn has been identified as a valuable network for tracking

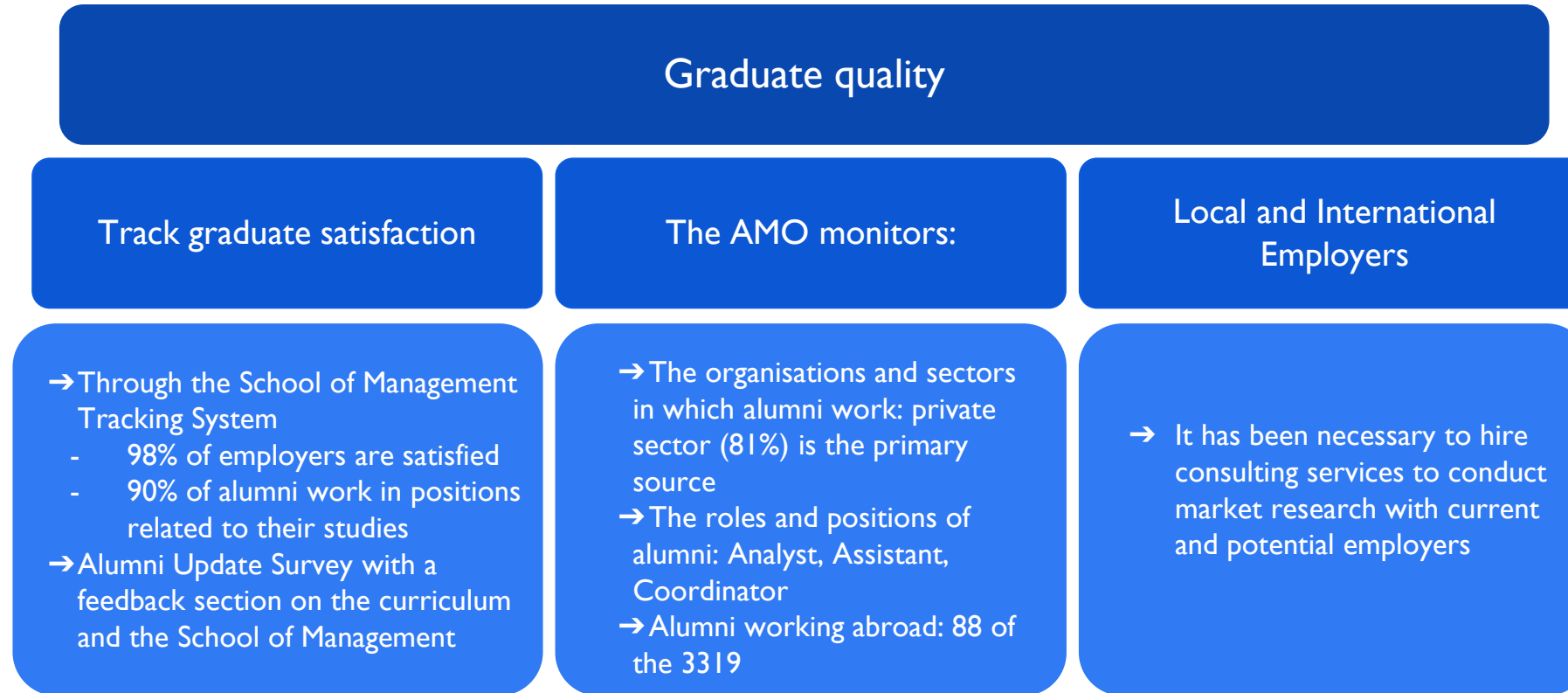
Developing research regarding alumni management

- Study with the School of Management's alumni, applying theoretical models of the University - Alumni relationship
- Results were shared in multiple academic congresses

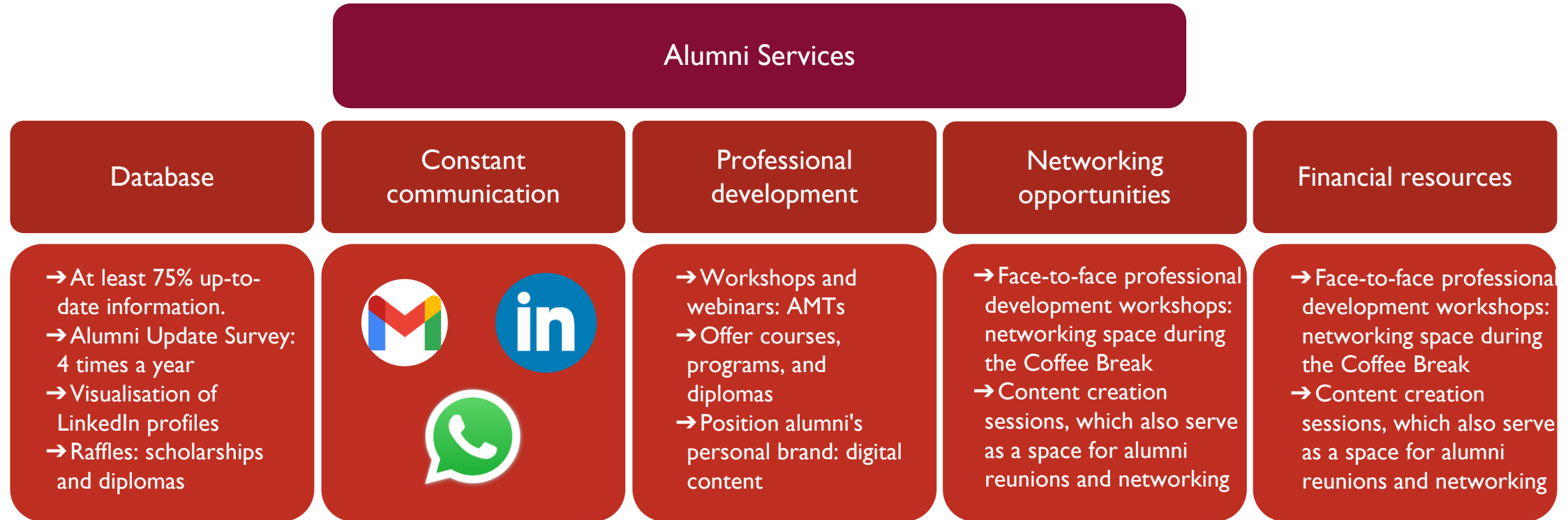
Alumni Initiatives for Accreditation



Alumni Initiatives for Accreditation



Alumni Initiatives for Accreditation



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Alumni Management Office:

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<https://www.linkedin.com/school/gestionpucp/>

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