



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.



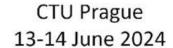


GESTIÓN

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











STANFORD SEASON BUSINESS



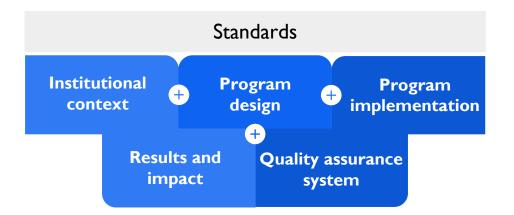






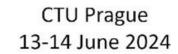


Pillars		
01	Internationalisation	
02	Perspective and business connection	
03	Ethics, responsibility, and sustainability	















Alumni Management Office



Timeline

2016
Beginning of the accreditation process

2017
Alumni
management
as a significant
issue to
resolve

2018
Creation of the Alumni
Management
Office

Alumni Management Office

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









CTU Prague 13-14 June 2024







Developing the foundation of the Alumni Management Office





Phase I: 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 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

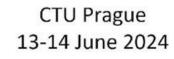




- Survey to collect data on alumni's updated information, demographics, interests, engagement levels, and satisfaction
- Identify critical priorities for the alumni network
- Work with the graduation coordinators of each class
- Organise meetings to gather insights













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

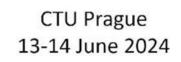
- → Section for tracking alumni engagement in the database
- → The AMO provides the database to professors to encourage course invitations and a spreadsheet for tracking
- → LinkedIn has been identified as a valuable network for tracking

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



Educational contributions of Alumni

Prospective students

→ The university's
Admissions Office
includes alumni in its
communication

campaigns

→ Comienza PUCP program: attract school students

General Studies students

School of Management students

- "Vitamins for Employability"
- → Coordination with student organisations
- → Mentees in Mentoring PUCP
- → Employability workshops

Alumni

- → Applications for professors and teaching assistants
- → Job opportunities
- → Focus groups and interviews to evaluate the curricula
- → Mentors in Mentoring PUCP













Alumni Initiatives for Accreditation



Graduate quality

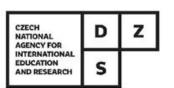
The AMO monitors:

Track graduate satisfaction

Local and International Employers

- → Through the School of Management Tracking System
 - 98% of employers are satisfied
 - 90% of alumni work in positions related to their studies
- → Alumni Update Survey with a feedback section on the curriculum and the School of Management
- → The organisations and sectors in which alumni work: private sector (81%) is the primary source
- → The roles and positions of alumni: Analyst, Assistant, Coordinator
- → Alumni working abroad: 88 of the 3319
- → It has been necessary to hire consulting services to conduct market research with current and potential employers













Alumni Initiatives for Accreditation



Alumni Services

Database

Constant communication

Professional development

Networking opportunities

Financial resources

- → At least 75% up-to-date information.
- → Alumni Update Survey: 4 times a year
- → Visualisation of LinkedIn profiles
- → Raffles: scholarships and diplomas



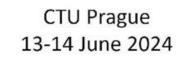




- → Workshops and webinars: AMTs
- → Offer courses, programs, and diplomas
- → Position alumni's personal brand: digital content
- → Face-to-face professional development workshops: networking space during the Coffee Break
- → Content creation sessions, which also serve as a space for alumni reunions and networking
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- → Content creation sessions, which also serve as a space for alumni reunions and networking















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Alumni Management Office:

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