

Small Budget, Big Impact

Effective Alumni Relations with limited resources

ICAREAlumni Conference 2024

14 June 2024

Presented by: Dr Maria Gallo - Author of *The Alumni Way*

Trinity Business School – Trinity College Dublin

Aims of this Workshop

- consider effective alumni engagement from/for small alumni teams *with impact*
- offer practical ideas for alumni engagement across the student and alumni lifecycle
- share alumni experiences and challenges with colleagues, finding shared solutions and support

Create your Action Worksheet!

WHAT?	WHY?
Current alumni relations work:	
STUDENT LIFESPAN	
ADD	IMPACT
ALUMNI LIFESPAN	
ADD	IMPACT
NEXT STEPS This week: Next week: Next month:	WHO?

What do you hope to get
from this workshop?

respond in the chat →

Why did your university to start an alumni centre?

respond in the chat →

Effective alumni engagement?



COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION®

4 Categories:

1- Volunteer

2- Experiential

3- Communication

4- Philanthropic

- activities valued by alumni
- build mutually beneficial relationships
- inspire loyalty and financial support
- strengthen the institution's reputation
- involve alumni in activities to advance the institution's mission

***What
alumni
work are
you doing?***

Alumni Engagement across the Student Lifecycle

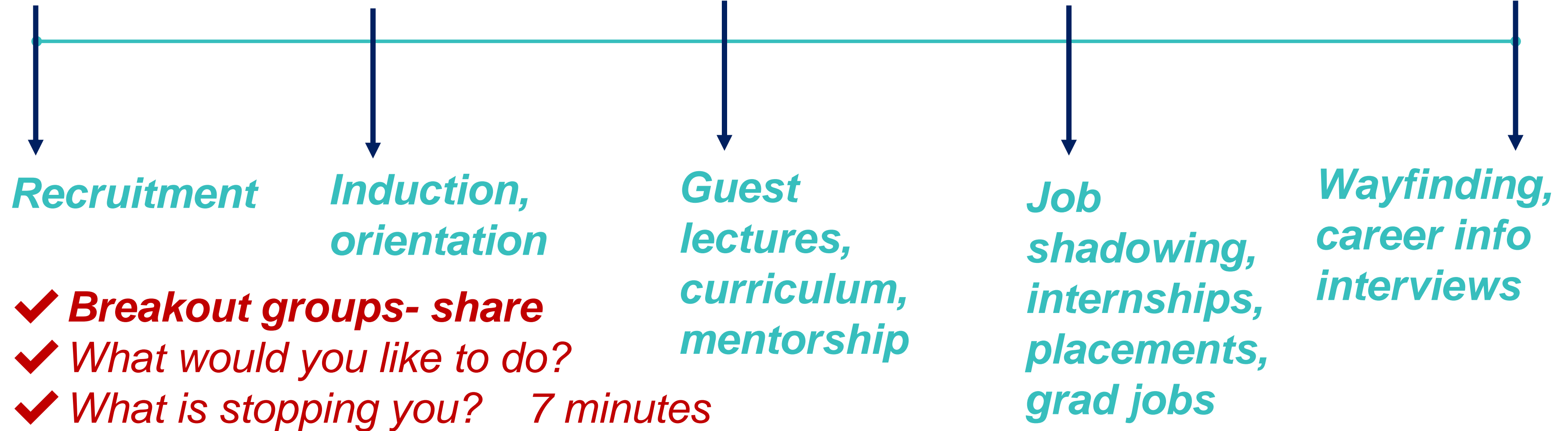
1- Prospective students

2- Student alumni awareness

3- Student experience

4- Student career exploration

5- Graduation



Alumni Engagement across the Student Lifecycle

1- Prospective students

2- Student alumni awareness

3- Student experience

4- Student career exploration

5- Graduation

✓ Sharing activities with the full group

✓ What worked? Why successful?

✓ What DIDN'T work? Why?

✓ Resources and partners?



Alumni Engagement across the Student Lifecycle - Examples

1- Prospective students

2- Student alumni awareness

3- Student experience

4- Student career exploration

5- Graduation



Alumni Student Recruitment Programme

Come in and join the **HARVEST FESTIVAL**

Let's celebrate a year full of wonderful activities, joyful company and good harvest

in our **ALUMNI GÖTTINGEN**



Alumni Fellowship Programme



View & share your **magic moment** 2 hours after your ceremony!

View and download here: glos.stageclip.com

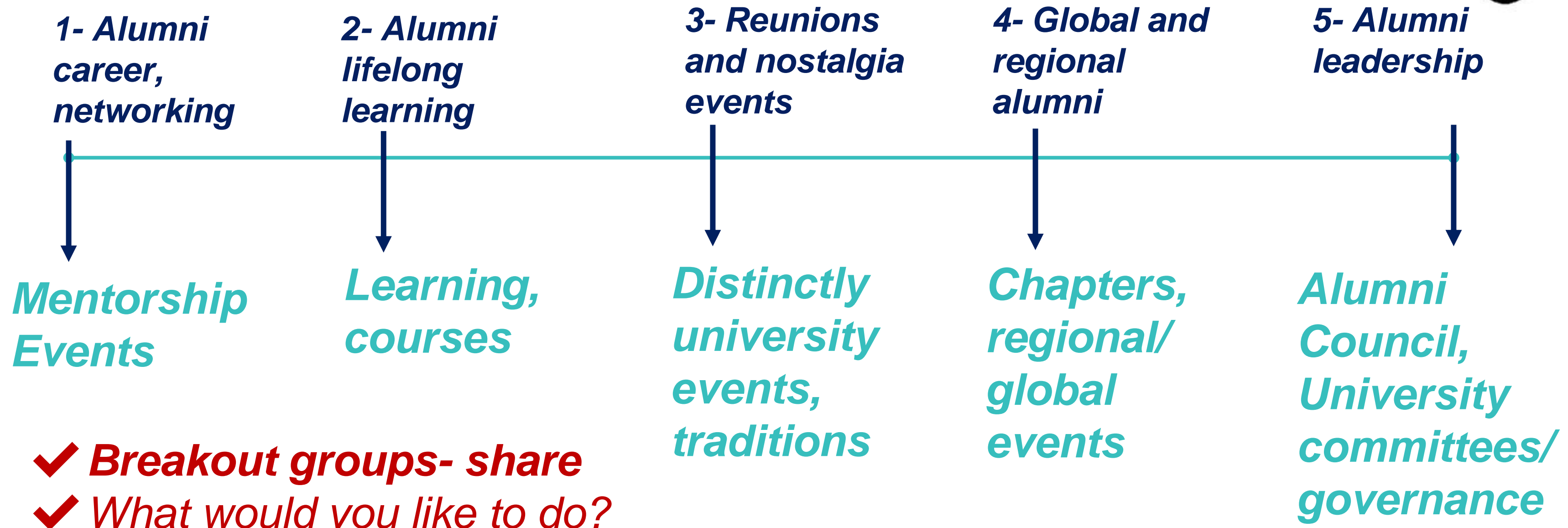
Share your moments using these hashtags: **#GlosGrads #TeamGlos**

CLIPS ARE FREE FOR GRADUATES

Action Summary

- *Small initiatives to educate/expose students to alumni*
- *Identify 2-3 alumni champions to help*
- *Encourage alumni testimonials and stories- get students involved in creating this work*
- *Alumni data – get permission to capture*
- *Create alumni touchpoints across the student lifecycle*

Engagement across the Alumni Lifecycle



- ✓ **Breakout groups- share**
 - ✓ **What would you like to do?**
 - ✓ **What is stopping you?**
- 7 minutes**

Engagement across the Alumni Lifecycle

1- Alumni career, networking

2- Alumni lifelong learning

3- Reunions and nostalgia events

4- Global and regional alumni

5- Alumni leadership

-
- ✓ **Sharing activities with the group**
 - ✓ **What worked? Why successful?**
 - ✓ **What DIDN'T work? Why?**
 - ✓ **Resources and partners?**



Engagement across the Alumni Lifecycle - Examples

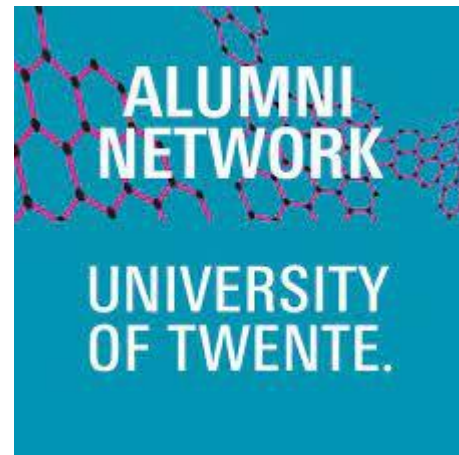
1- Alumni career, networking

2- Alumni lifelong learning

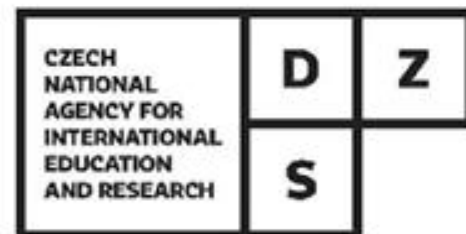
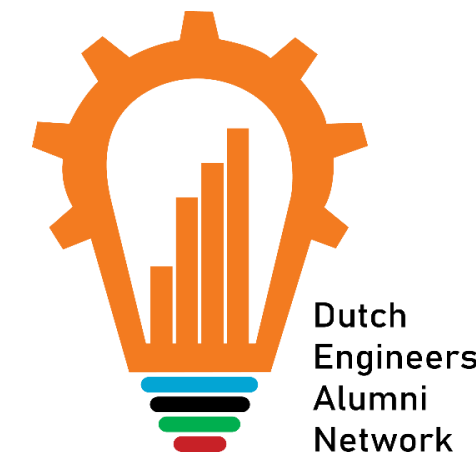
3- Reunions and nostalgia events

4- Global and regional alumni

5- Alumni leadership



Radboud University



CTU Prague
13-14 June 2024



Summary

- **Ask alumni: what would you like to see?**
- **Create distinct/special events**
- **Less is more**
- **Collaborate across departments, institutions, regions for events (pool resources)**
- **Leverage *Global Alumni Networks* to support your global alumni**

Let's share!

Examples of good practice with small alumni teams!

What's the impact?

NEXT STEPS

What will you do?

- Today!
- Next week!
- Next month (summer! 😊)

Who is your alumni centre support buddy?

Resources from The Alumni Way

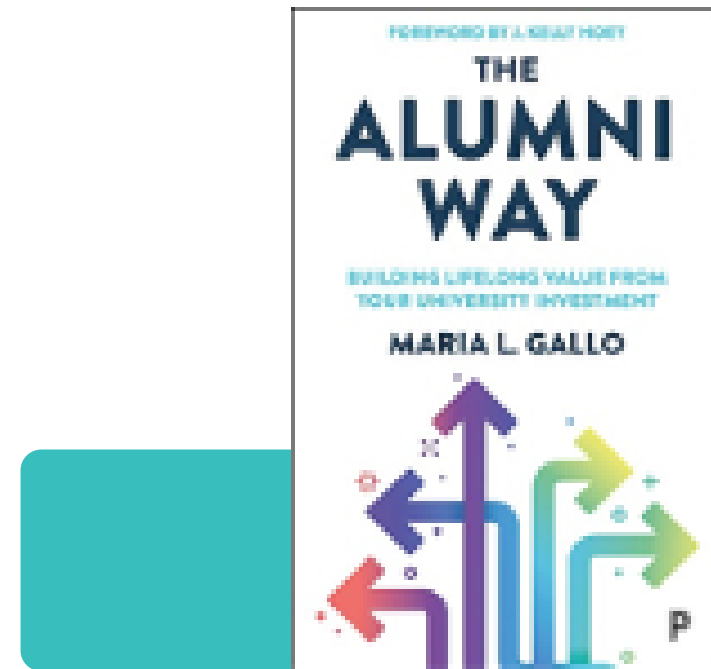
For alumni professionals and for your alumni

<http://thealumniway.com/>

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Code 50% off

TAW24



/the-book

PRACTICAL ACTIVITIES

Download your

free Workbook

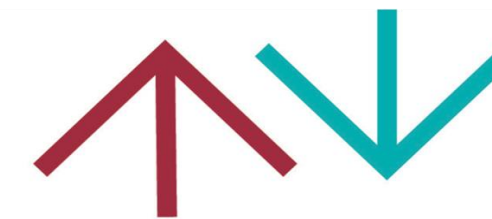


/workbook

Thank you!

Děkuji! Ďakujem!

Questions?



The Alumni Way

Book | Academy | Research | Inspiration

Igniting alumni potential for leadership and for life.
thealumniway.com/

Maria Gallo, EdD – *The Alumni Way*
powered by KITE Limited
maria@keepintouchededucation.com