

What is at Stake? Stakeholder Management Essentials

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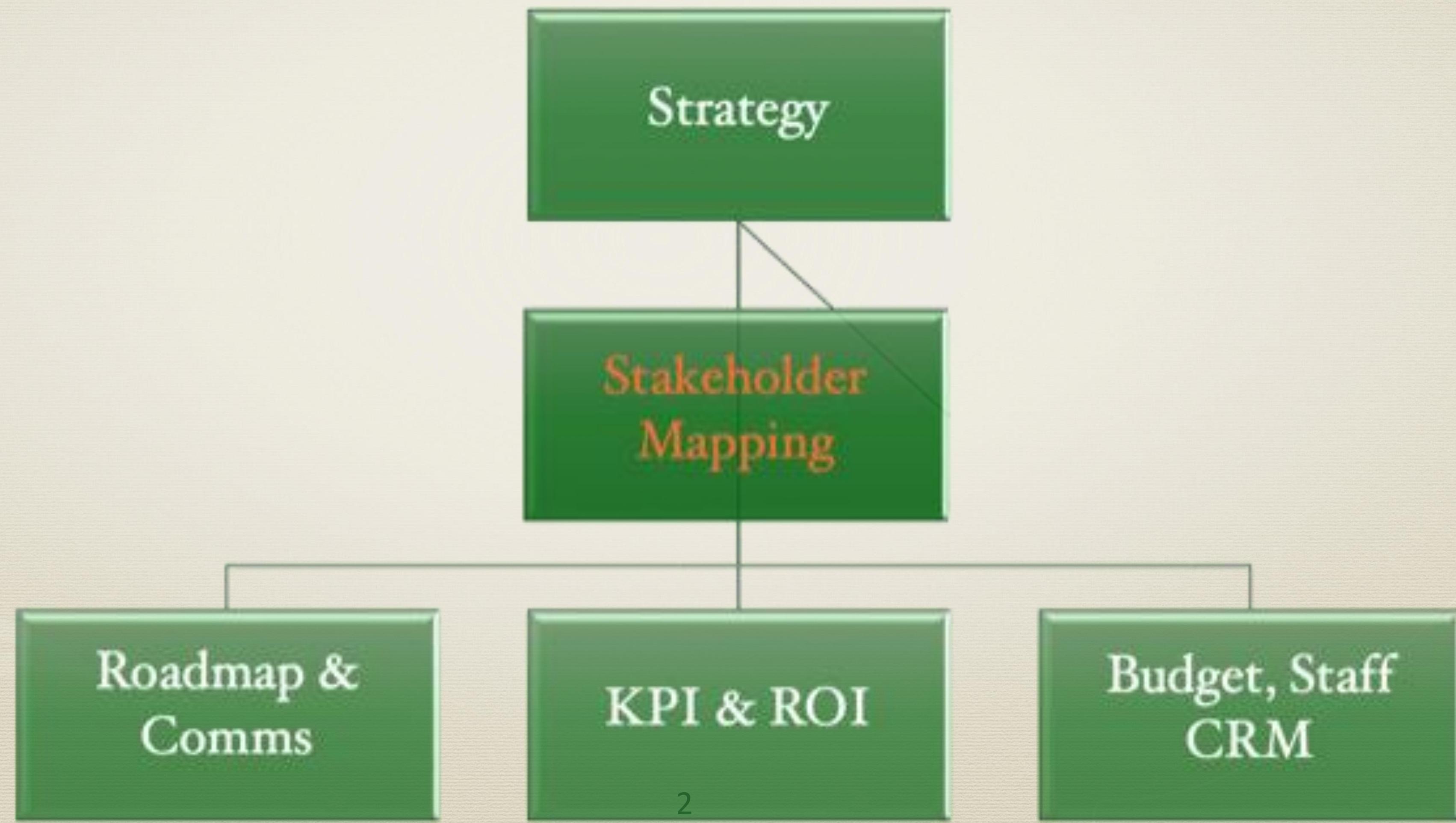
Porto, 8 May 2025



10th Anniversary
8-9 May 2025
Porto
Portugal



Why Mapping?



Your Program's Stakeholders

- * Write down 3 **internal** and 3 **external** stakeholders who first come to mind.
 - Who's impacted by your program and who can impact your program positively?
- * Write down 3 main **goals** for engaging alumni on behalf of your institution.
 - Missions: **Education-Research-Service**
 - FR, career services (internships/jobs/LLL), (international) talent recruitment, (international) reputation/brand.
- * (2 minutes)

1. Categorization

Internal	External: National & Abroad
Leadership	Alumni (associations/clubs)
Academics/Champions	Companies/Sponsors/Donors
Service Depts.	Partner Universities
Students	Governmental Agencies: Embassies

1. Shared objectives
2. Win-Win
3. Follow up
4. Feedback

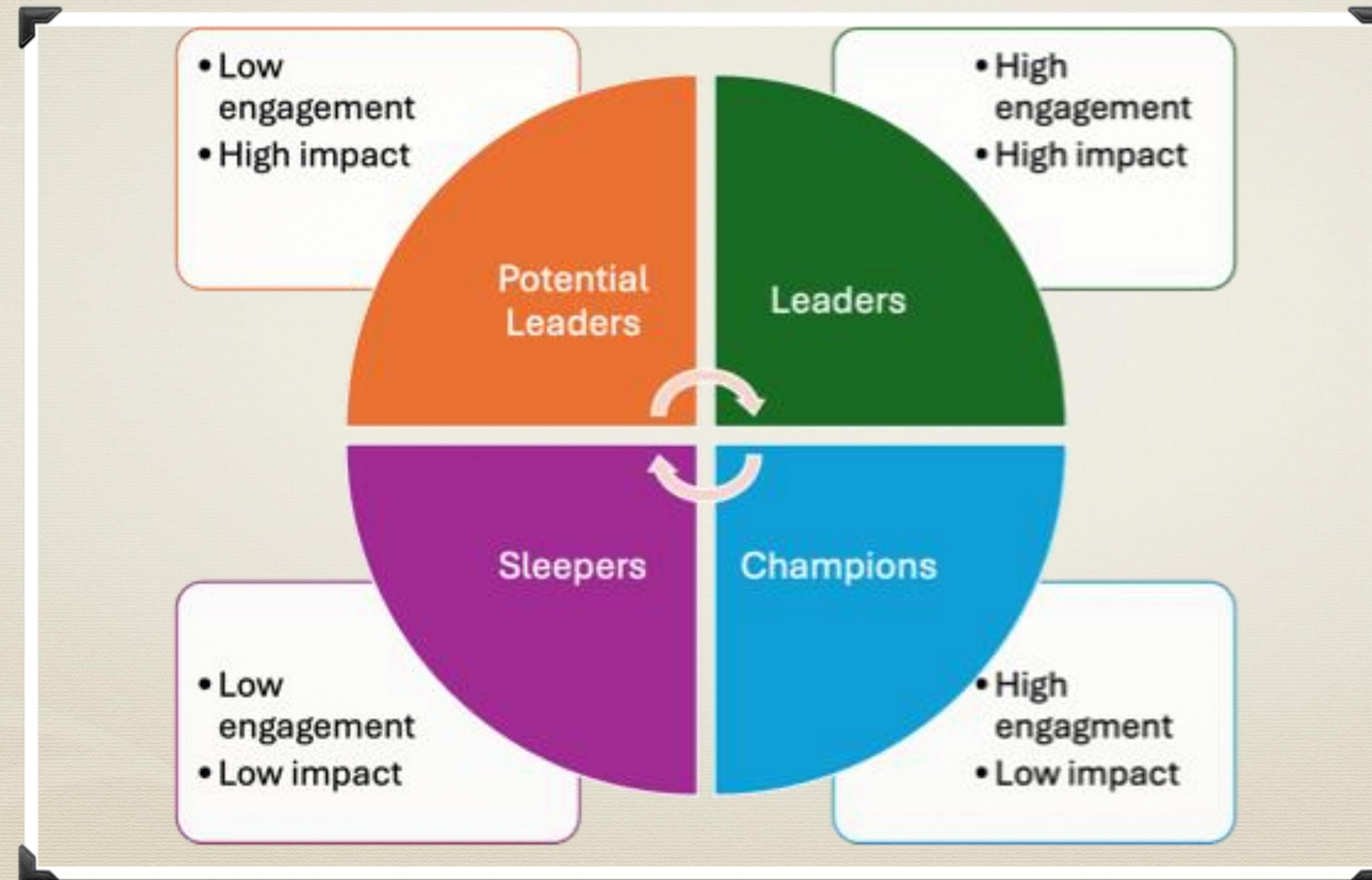
2. SWOT Analysis: Alumni

Strengths
Weakness
Opportunities
Threats

The Science Behind Alumni Engagement

*The University of
Waterloo is crunching
its alumni data*

By Jason Coolman
CASE Currents



1. Consider which..
2. actions to keep high engagement,
3. actions to move potential leaders &
4. how will you measure success.

3. Engagement Role Matrix

Volunteers

Leaders

Ambassadors

Student
recruiters

Events

Advisors

Trainers

Speakers

Employers

Sponsors

Donors

Fundraisers

Potential
donors

Key Performance Indicators (KPIs)

Stakeholder Group	Target	Result	Impact
Alumni leaders	10	9	Help grow membership by 10%
Ambassadors	14 in 7 countries	10 in 7 countries	10 school prez. in 10 countries Supported 10 uni visits
Student recruiters	20	18	Recruited 20 students equivalent to X euros
Events assistants	40	30	Brought 5 sponsors = X euros Donated X of hours = X euros

What is at Stake? Relationships

Takeaways

Stakeholder Management helps build sustainable relationships and supports AR strategy by...

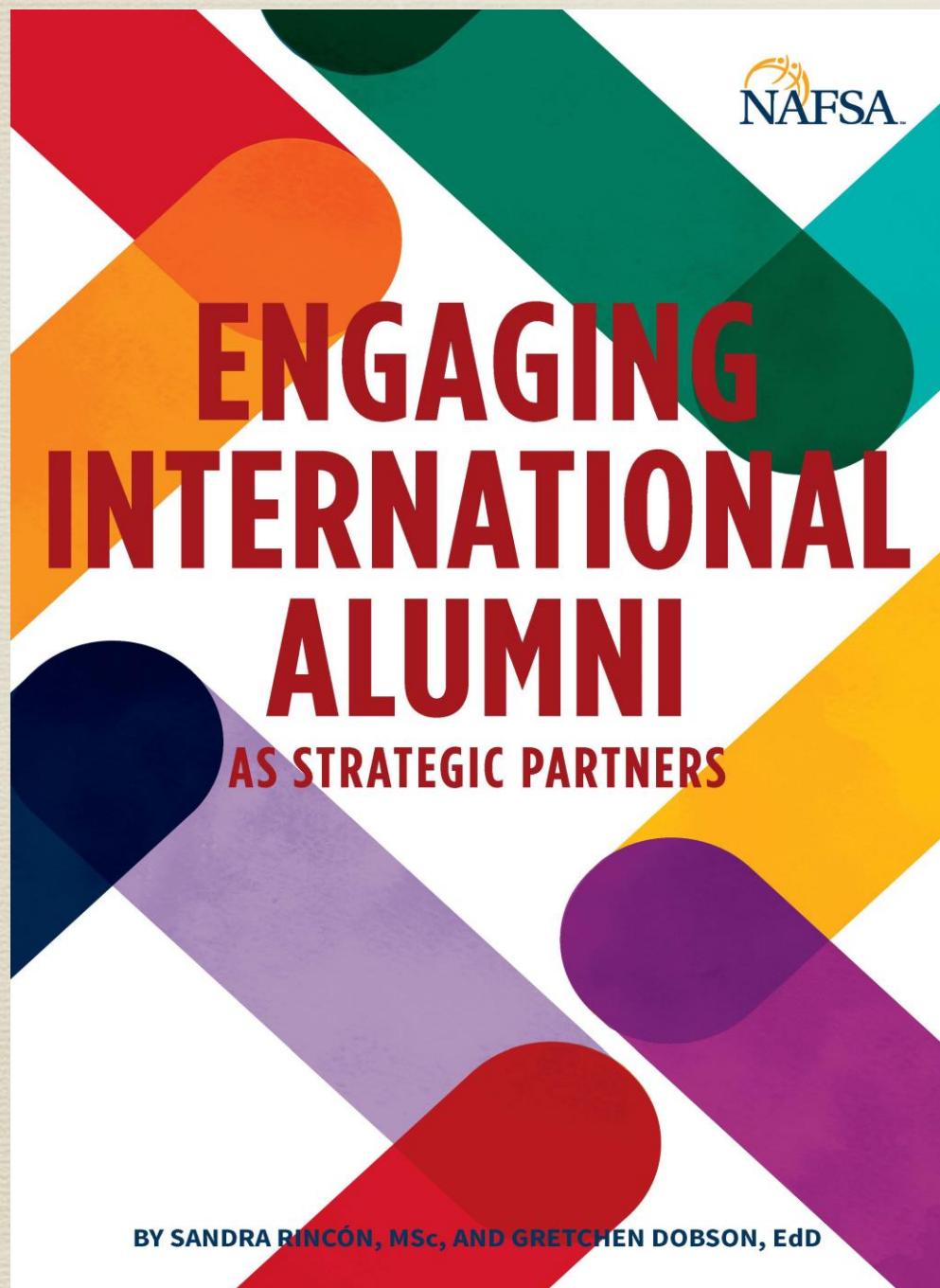
1. Prioritizing: focus on what is relevant
2. Understand stakeholders' interests and influence
3. Anticipate resistance: Listen and reflect
4. Get feedback: Adapt where need it.

- **What are your 3 takeaways?**
- **What can you implement back in the office?**

OBRIGADA

THANK YOU

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