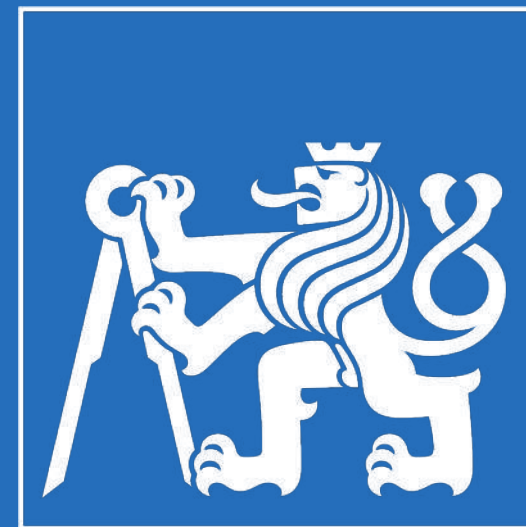


HOW TO BUILD INTERNATIONAL ALUMNI RELATIONS – BEST PRACTICES



Oleg Fetisov, Ph.D., MBA
Czech Technical University in Prague
Czech Republic



10th Anniversary
8-9 May 2025
Porto
Portugal





WHAT IS CTU PROFILE?



318

years of tradition in education
and research; was founded
on January 18th, 1707
by Emperor Josef I.

8

faculties, MIAS and
other institutes and
research centers



Christian Doppler and
many other notable names



EuroTeQ
Engineering
University

European University Alliance



>2 500

citations in Scopus

>54 mln.

EUR earmarked for science,
research and innovation

260+

study programs
taught in Czech

60+

internationally
recognized study
programmes taught
in English



18 000

(full-time) students currently
studying incl. approx. 3 000
international students





INTRODUCTION TO ALUMNI RELATIONS AT CTU

NATIVE COMMUNITY

Czech and Slovak alumni incl. faculty clubs and external associations



Association of
CTU alumni and friends
2014

Rethinking and development of the
new communication strategy
2024



INTERNATIONAL COMMUNITY



Alumni from (TOP 10) India, China,
Turkey, Azerbaijan, Kazakhstan,
Russia, Ukraine, France, USA and
Egypt and other countries

ERASMUS+, ATHENS, EUROTEQ COMMUNITY

Student and Staff Mobility, Course Catalogue, Collider, EuroTeQaThon etc.



INTERNATIONAL COMMUNITY

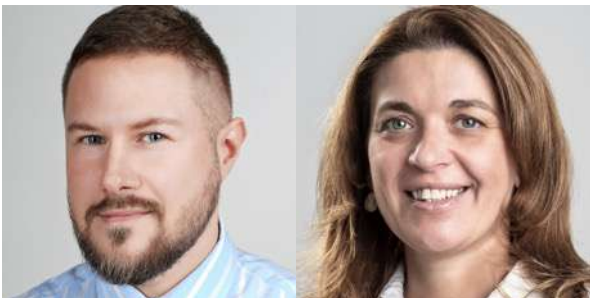
Alumni from (TOP 10) India, China, Turkey, Azerbaijan, Kazakhstan, Russia, Ukraine, France, USA and Egypt and other countries

Initiative discussion,
brainstorming, seeking
funding
2021

Identification of
goals, development of
a communication strategy,
learning from best
practices and gathering
inspiration
2022

Selection of communication
tools, channels, and media
sources, learning from best
practices and gathering
inspiration
2023

Setup of all relevant
tools, content creation,
and preparation for
implementation and
official launch
2024

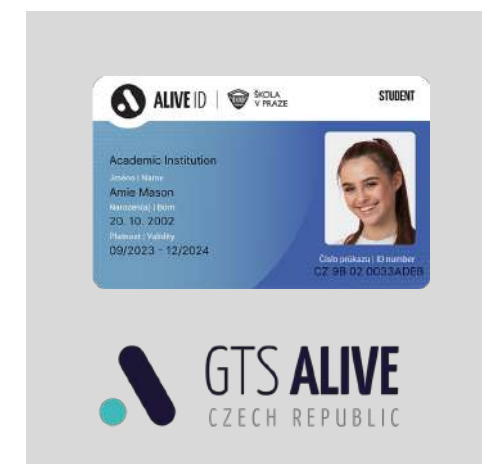
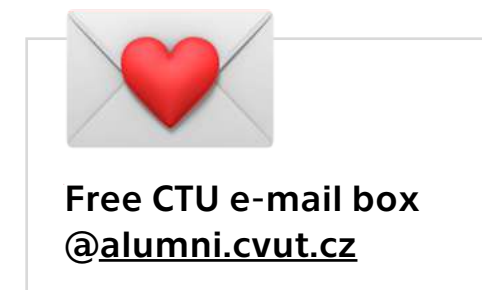
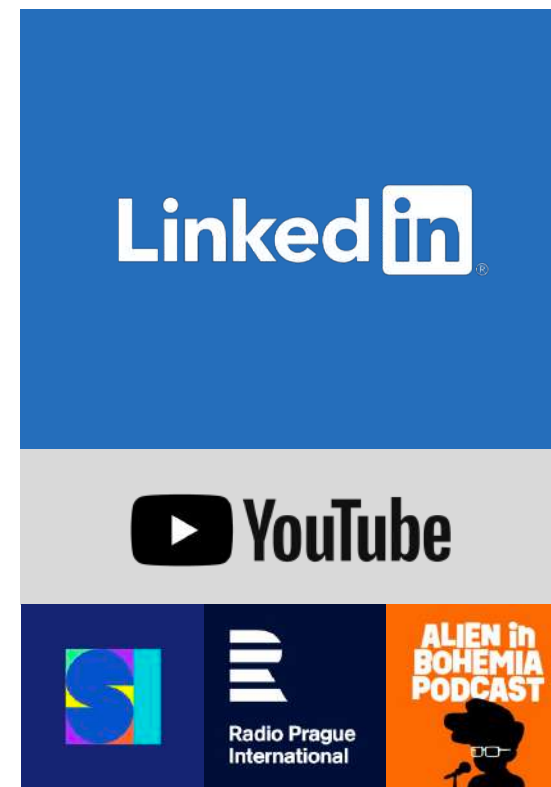
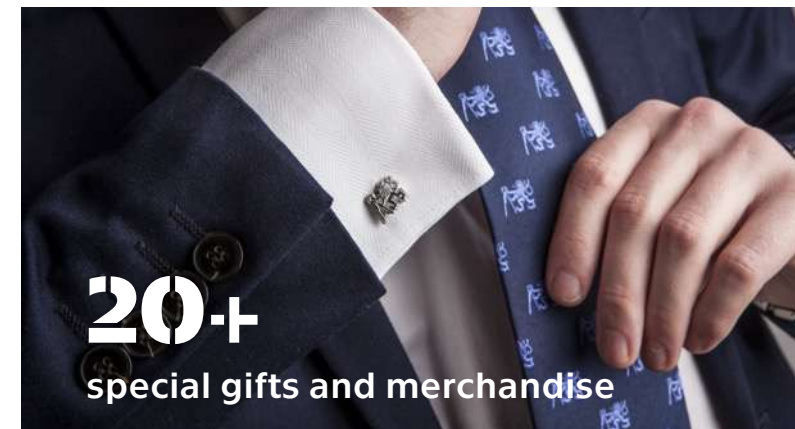
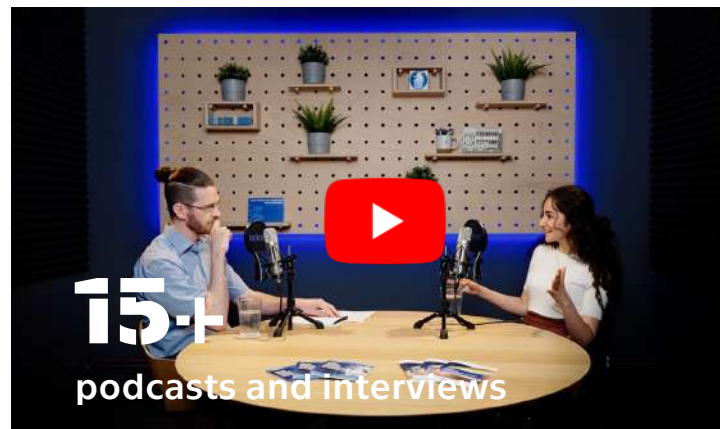


CTU IRO

In cooperation with other CTU departments, HEI
and professionals under support of CTU management

PPSŘ

Institutional projects







Johana Čanda Fišerová

Building Your Alumni Community Through Successful Alumni Engagement



ON-LINE WEBINAR

14 October 2024, 10:30–11:30

Are you an institution that is thinking about starting an alumni engagement programme? Or are you an institution with an already existing alumni programme looking for more meaningful engagement? If so, this webinar is for you! In this webinar, you will get to learn the ins and outs of alumni engagement. I will be discussing with you the importance and benefits of an alumni network, how to have an effective alumni engagement strategy, understanding your community of alumni, parents, students and staff, best ways to design successful alumni engagement programmes as well as teach you a little about the importance of student engagement.



BEST PRACTICES: STEP BY STEP

○ **Research on target group(s)**

Identification of all existing and prospective target groups for the future alumni relations strategy

This step involves a thorough analysis of both current and potential groups that the alumni relations strategy will engage. By mapping out various segments, we ensure that the strategy is inclusive and can evolve as the alumni community grows and diversifies.

**International
graduates
(English-taught
programs)**

**International
graduates
(Czech
programs)**

**International
students
continuing
their studies
(next degree)**

**EuroTeQ course
and mobility
program
graduates**

**Mobility
program
graduates**

○ Mapping of ongoing activities & experience

Identification and mapping of current activities, initiatives, and tools across the whole university:

Mapping current alumni-related activities

Evaluating tools and platforms

Surveying existing associations and clubs

The goal is to get a comprehensive overview of what is currently being done, what is successful, and what areas may require improvement or expansion to strengthen alumni engagement. This information will also help identify opportunities for collaboration and resource sharing across the university.

International
community

Native
community

Faculty and
department
clubs and
associations



External
clubs and
associations

○ Opening of the dialogue with the management

Opening a dialogue with the university's management is a critical step in developing a successful international alumni relations strategy. Engaging with management ensures that the alumni relations program aligns with the university's overarching goals and secures the necessary support and resources.

Strategy and
goals

Fundings

Interinstitutional
cooperation and
competencies

○ Fundings

Securing funding for alumni relations initiatives is essential for sustaining and expanding engagement efforts. Alumni programs often rely on a combination of internal university budgets, external grants, sponsorships from corporate partners, and donations from alumni themselves.



Erasmus+

○ **Learning from best practices and gathering inspiration**

Learning from best practices and gathering inspiration from successful alumni relations programs around the world is crucial for designing an effective and impactful alumni engagement strategy. By studying successful models and adapting them to the specific context of CTU, the program can become more innovative, efficient, and relevant.

**Researching
leading alumni
relations
programs**

**Attending
conferences
and workshops,
professional
networking**

**Exploring
digital tools
and platforms**

**Learning from
other sectors**

**Conducting
surveys**

... job shadowing

Job shadowing in alumni relations is a practical way to gain insight into the daily operations and strategic functions of managing relationships with alumni.



... networking

Professional networks in alumni relations are highly relevant for advancing an institution's alumni engagement strategy. They provide opportunities for staff to learn from peers, stay updated on industry trends, and share successful practices. By leveraging these networks, institutions can improve their outreach, strengthen alumni relationships, and create more impactful programs, ultimately enhancing the long-term value of their alumni community.

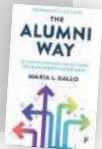


... professional contacts

Advising an alumni relations team on strategy and development is crucial for ensuring that the university's engagement with alumni remains dynamic, relevant, and mutually beneficial. A well-developed alumni strategy helps to foster lifelong relationships, create networking opportunities, and boost alumni involvement in university initiatives, which can lead to increased donations, mentorship, and advocacy for the institution.



Maria Gallo



Johana Canda-Fiserova



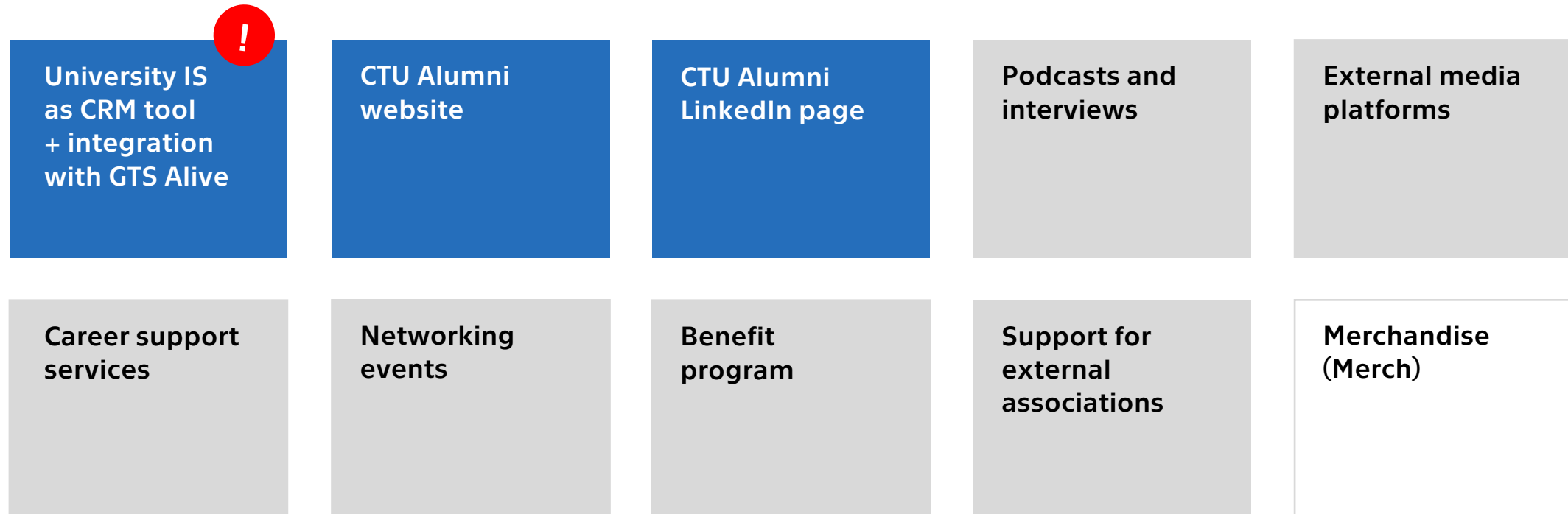
Sandra Rincon



Diana Aguiar Vieira

○ CRM, communication and engagement tools

CRM systems help manage alumni data, track interactions, and enable personalized communication. Communication tools, like email marketing and social media platforms, facilitate outreach and event management. Together, they improve alumni engagement, strengthen relationships, and streamline alumni relations efforts.



○ Setup of managing team

Establishing a dedicated managing team for alumni relations ensures efficient coordination and implementation of strategies. This team typically includes staff responsible for communication, event planning, database management and fundraising. By defining clear roles and responsibilities, the team can effectively engage with alumni, maintain relationships, and drive initiatives that align with the university's goals.

Collaboration within the team is essential to ensure a unified approach and successful alumni engagement efforts.



○ **Setup of communication and cooperation within the university**

Establishing clear model for communication and cooperation within the university is essential for fostering collaboration across departments and units. This involves creating structured workflows, defining roles and using digital tools for information sharing. Regular meetings, cross-departmental initiatives, and shared platforms ensure alignment on goals, efficient decision-making, and successful execution of projects.

Effective cooperation enhances the flow of information, supports joint initiatives, and ensures that alumni relations are integrated into the broader university strategy.

Native
community
communication
team

Faculty and
department
clubs and
associations

IT team

University and
faculty PR
departments

Faculty IROs



THANK YOU FOR YOUR ATTENTION!



LinkedIn