



More than „just former students“ – involving researchers in meaningful alumni relations

Juliane Wilhelm | 13. Mai 2026



Who are your cross-campus collaboration partners?



Fundraising

International Office

Student Marketing

Careers Service

Researchers???

Communications

Barriers, misconceptions and opportunities

Why researchers often don't engage with alumni:

- time constraints
- lack of awareness
- unclear benefits

Why it's important to have researchers as institutional advocates for alumni relations:

- large and influential group on campus
- key to successful institutional alumni relations
- recognise Alumni Team as equal partners

Specialized professional trainings for international alumni



- target group: alumni residing in the Global North and Global South
- collaboration partners: researchers from all disciplines -> generate content
- Alumni Team: administrative, organizational and communicative tasks

Five professional trainings for international alumni in 2025

- “Sustainable Food Cultures“
Department of **Didactics of Work Studies**
- “Global flows, local fix? An Alumni Workshop on Triple-Integrated Metropolitan Development”
Chair of **Urban and Regional Economics**
- “#HackYourDistrict: Open Data and Open Tools for a Net-Zero Urban Transport”
Chair of **Work, Technology and Participation**
- “Green Economy: Sustainable Innovation & Entrepreneurship”
Chair for **Entrepreneurship and Innovation Management**
- “Collaborative Production of Transformation Knowledge in Self-Organized Occupations”
Chair of **Landscape Architecture and Open Space Planning**

What's in it for the researchers?



- collaboration partners (open access publications, joint research projects, guest researchers/lecturers, door openers)
- multipliers for global knowledge transfer
- external funding
- involvement of partners
- university's internationalization strategy and global responsibility agenda
- Sustainable Development Goals (SDG)

How you can start tomorrow



- Find suitable potential collaboration partners.
- You don't need to reinvent the wheel! Make meaningful contributions to already existing initiatives.
- Pitch your idea (many times).
- Start small.
- Communicate and be visible.



Thank you

