

WORK IN PROGRESS



COMPARATIVE ALUMNI MANAGEMENT MODELS: ISCAP – POLYTECHNIC OF PORTO AND SCHOOL OF MANAGEMENT - PUCP

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Research Question:

How are alumni management models configured and managed in two management schools located in different regions (Europe and Latin America), and how do they contribute to the strategic objectives of these institutions?

How do contextual factors influence alumni management strategies and practices at ISCAP and FGAD-PUCP?

How is alumni management prioritised, structured, and resourced at both institutions from a strategic and operational perspective?

What relational practices and dynamics characterise the relationship between alumni and their alma mater in each case?



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Methodology

This study adopts a qualitative, exploratory, and comparative multiple case study design, grounded in an interpretivist paradigm.



Data collection

Data will be collected through semi-structured interviews and document analysis to explore the strategic, operational, and relational dimensions.

Data analysis

Data are analysed thematically and cross-case using a multidimensional analytical framework.



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ANALYTICAL FRAMEWORK

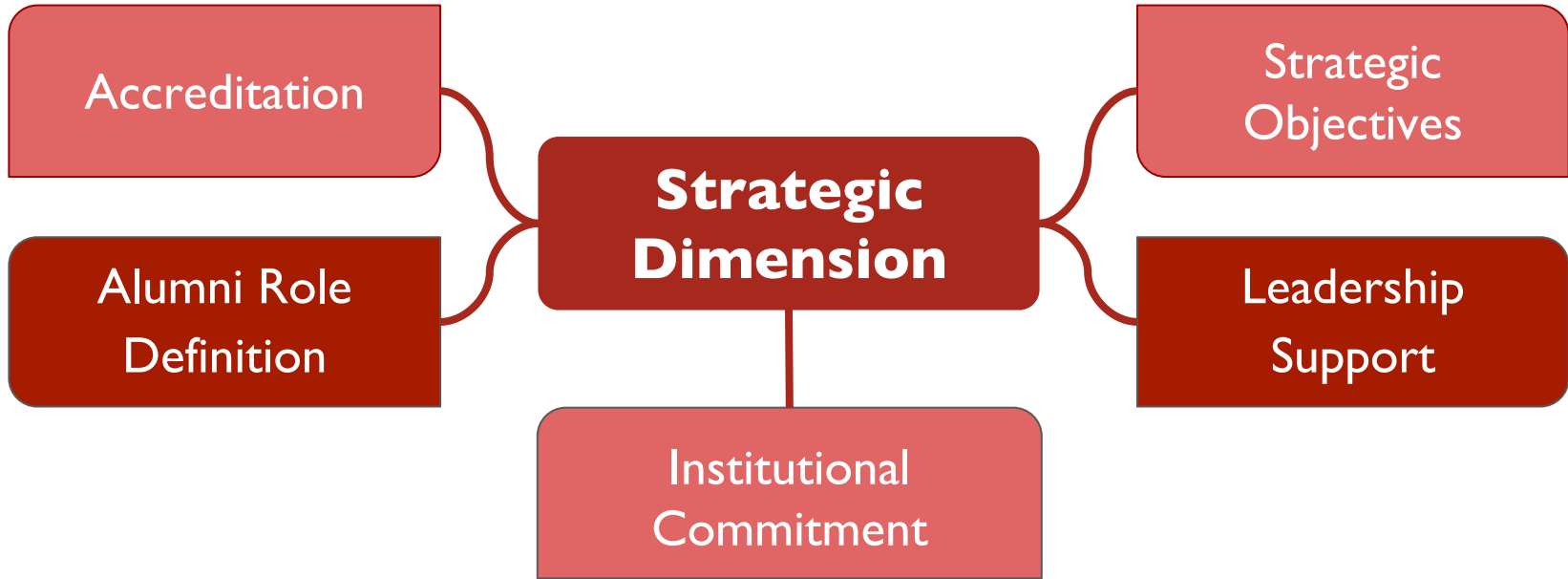


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P. PORTO
ISCAP



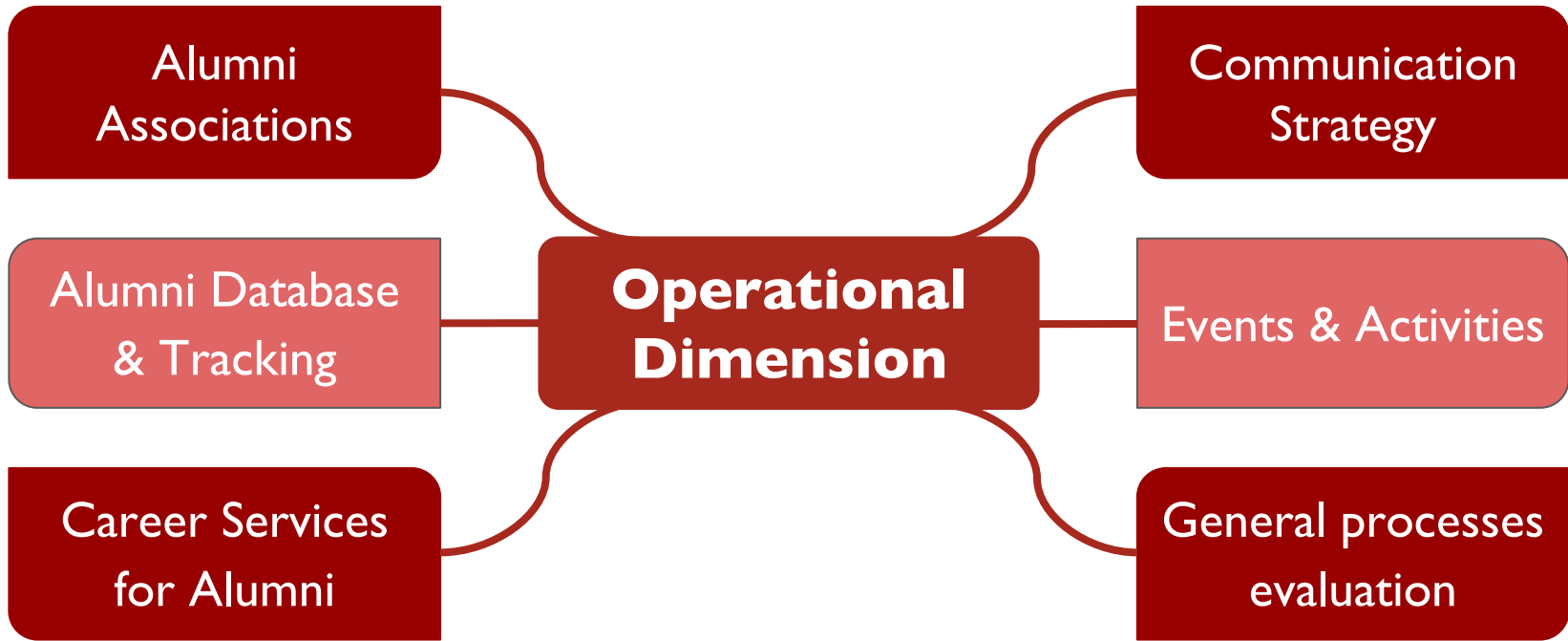
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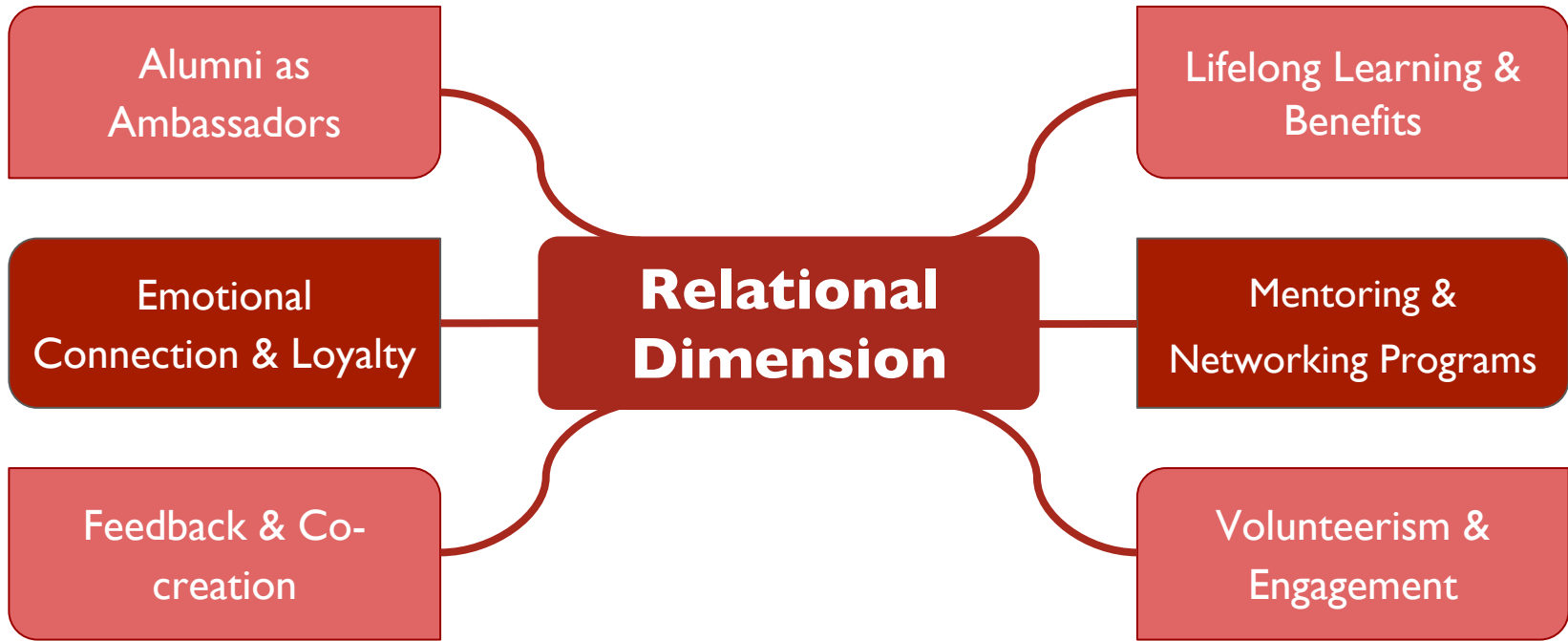
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ROLE INTERVIEWS

1	Alumni Coordinator	2	Dean	3	Rector / Pro rector
4	Employability Coordinator	5	Alumni as employer	6	Alumni as Mentor / Mentee
7	School's/ University accreditation	8	Mentoring Program	9	Governing Board Member
10	Alumni in Committee	11	Alumni	12	Alumni in external activities

STATUS REPORT: Interviews Conducted

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Alumni Coordinator



Dean



School's/ University
accreditation



Employability Coordinator



Mentoring Program

ISCAP



Alumni Coordinator



Employability Coordinator



Mentoring Program

DOCUMENTS LIST



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Strategic Dimension

Institutional Commitment - Strategic plans

Institutional Strategic Plan

School Strategic Plan

Formal Alumni Strategy / Alumni Management Plan

Yearly reports on strategic plan

Formal Alumni Strategy / Alumni Management Plan from other Schools

Institutional Commitment - Organizational chart

Institutional Commitment - Budget

Institutional Commitment - Staff descriptions

Governance chart: reporting line of Alumni office

Annual budget summary for alumni management

Alumni team staffing+ role descriptions

Alumni Role Definition - mentors

Alumni Role Definition - ambassadors

Strategic Objectives - Alumni employability

Strategic Objectives - Alumni Satisfaction

Mentoring program manual + mentor recruitment materials

Alumni ambassador program brief / guidelines (if exists)

Graduate employability outcomes report/dashboard

Alumni satisfaction/NPS report (latest 1-2 cycles)

Operational Dimension

Alumni Database

Communication Strategy

Events & Activities

Career Services for Alumni

Alumni database/CRM overview

Communication analytics report – latest year

Annual alumni events calendar + flagship event formats

Career services for alumni – service catalogue / web page printouts

Relational Dimension

Mentoring & Networking Programs

Lifelong Learning & Benefits: offered

Lifelong Learning & Benefits: usage

Emotional Connection & Loyalty: measures

Mentoring/networking program portfolio (program briefs)

Mentoring participation stats + satisfaction feedback summary

Alumni benefits catalogue (lifelong learning, discounts, services)

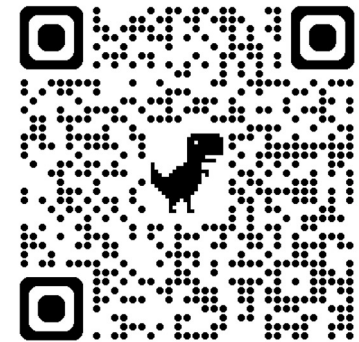
Uptake/usage report for alumni benefits (top benefits)

Any instrument used to assess alumni loyalty/engagement

Join us in building a comparative Alumni Management Network

- ★ We aim to expand this study to additional institutions.
- ★ We invite you to contribute to an international comparative research project.
- ★ Access to shared frameworks, instruments, and preliminary findings.
- ★ Potential for joint publications and conference outputs.

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