Making the Most of your Alumni

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Poll question:
What is your priority for alumni relations?

- Fundraising from alumni
- Career development for alumni
- Mentoring current students
- Assistance in the recruitment of new students
- Building a learning community
- Other
Purpose of alumni relations

- It provides career opportunities and personal development
- It seeks to foster collaboration and networking among alumni, as well as with the school
- It promotes continuous education among executives and managers who have participated in one of the school’s core program
- It provides a channel to give back to the Business School, through expertise, money or other resources
- It offers a range of benefits and services including searching for friends and classmates
- It facilitates friendship and business connections in both social and professional circles
Balance of alumni/school relationship

- 38%: It's about right
- 18%: I get asked to support the School too often
- 40%: The School could ask for more support
- 4%: If the School wants more support, they would have to offer more services in return
Why do I get involved with alumni?
Why are you active in the alumni network?

- To support my School
- To keep up to date with new business thinking
- Mentoring opportunities
- To access the online resources and databases
- To attend events
- For commercial discounts
- To keep in touch with classmates
- To upload my CV/promote my experience
- To find new job opportunities
- To build a network to support my career/business

- Other

Alumnus  PhD/DBA  Other business Masters  MBA part-time/Executive  MBA full-time  Final year undergraduate
Why are you not active in the alumni network?

- I don’t find anything relevant to my interests
- I am too busy with my studies
- I am not yet an alumnus
- I am too busy with work and other commitments
- I see no benefit from being involved with the alumni network
- I have my own network and see no need to use the alumni association
- There are limited opportunities for international alumni to participate
- I am unaware of the services for alumni

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Keeping in touch
Usage of the alumni website

- 48%: All the time
- 36%: Sometimes
- 13%: I rarely use it
- 3%: Not at all
Maintaining contact

- Informal links with friends and classmates: 70.0%
- School alumni activities: 60.0%
- Lifelong email: 50.0%
- University alumni directory: 40.0%
- School alumni directory: 30.0%
- Regular electronic newsletter/magazine: 20.0%
- Other social media website: 10.0%
- Dedicated alumni pages on the university website: 10.0%
- Dedicated alumni pages on the business school website: 5.0%
- Regular newsletter/magazine sent by post: 5.0%
- Luck - I bumped in to someone: 1.0%
- Other: 1.0%

- Alumnus
- PhD/DBA
- Other business Masters
- MBA part-time/Executive
- MBA full-time
- Final year undergraduate
For the future

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Providing support

- Promoting the School within my company/organisation: 35.0%
- Volunteering to help on key projects at the School: 25.0%
- Acting as an ambassador to promote the School: 30.0%
- By offering my professional experience/knowledge: 35.0%
- Provided internships/projects for current students: 15.0%
- Provided student mentoring: 20.0%
- Organised club event: 10.0%
- Organised class event: 7.0%
- Assisted with recruitment: 10.0%
- Spoken at student event: 10.0%

Other: 10.0%
Alumni desire for improvements

- Make improvements to / develop dedicated web pages
- Improve the / introduce an electronic newsletter
- Improve the / introduce a printed newsletter / magazine
- Offer larger discounts to alumni for further studies
- Provide stronger career support / enhanced career services
- Joint alumni activities with other business schools
- Enhanced access to research
- More commercial services / discounts for alumni
- Better provision for international alumni
- More events for families
- Integration between alumni and current students
- Coaching / mentoring services
- Podcasts from leading industry and academic speakers
- Knowledge updates to build on studies
- Better access to services for business provided by the school
- Offer greater use of social media and online tools to enhance networking
- Provide online learning opportunities
- Enhanced access to research
- Other

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Benefits anticipated by future alumni

- Electronic newsletter
- Print newsletter/magazine
- Discounts on future study
- Business seminars
- Social events
- Learning events with faculty
- Annual conference
- Speaker events
- Accessible database of other alumni
- Alumni reunions
- Business start-up/growth advice
- Career services and support
- Access to professional bodies/services
- Library access
- Access to research papers
- Commercial discounts
- Discounts on future study
- Annual conference
- Social events
- Learning events with faculty
- Business seminars
- Other business Masters
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- MBA full-time
- Final year undergraduate
- Other

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Recruiting the next generation
Answer questions from prospective students

- Yes: 53%
- No: 10%
- It depends on how the process is managed: 37%
Sometimes it is about the money
Ease of supporting your institution

- Very Easy: 60%
- Easy: 20%
- A little unclear how to support the School: 9%
- Difficult to make a contribution: 3%
- I find it almost impossible and have given up trying: 8%
Why would you support a financial appeal?

- I would support a financial appeal to provide new housing for students
- I would support a financial appeal if it reduced my tax bill
- I would support a financial appeal once my income has reached a certain level
- There is no circumstance under which I would support a financial appeal
- I would not support a financial appeal as I am already paying high fees for my degree
- I would support a financial appeal because I think it is the right thing to do
- I would support a financial appeal because I am proud of my School and what it stands for
- I would support a financial appeal because I had a good alumni experience
- I would support a financial appeal because I had a good experience as a student
- I would support a financial appeal because I want the reputation of my business school to be enhanced
- I would support a financial appeal to support a new building programme
- I would support a financial appeal to provide new technology for students
- I would support a financial appeal to ensure continuing and wider access for future students

Strongly Disagree  Disagree  Neither agree nor disagree  Agree  Strongly Agree
Poll question:
How do you help alumni with their careers?

- No assistance provided
- Support from the b-school career service
- Support from a private career development agency
- Links to job boards
- Advice provided by fellow alumni
- Other
Get me my next job
Career services valued

- Access to information about job opportunities
- Putting my CV on a secure web site that can be searched by employers
- Mentoring
- Advice on growing a business
- Business start-up support
- Help with applications, CVs and interviews
- The opportunity to meet with or speak to an adviser

Alumni, PhD/DBA, Other business Masters, MBA part-time/Executive, MBA full-time, Final year undergraduate
Making the Most of your Alumni

Promotes alumni
Reminds alumni
Enhances brand and reputation
Attracts new students
May even prompt financial support

To find out more, visit:

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