



 **LEARNING OUTCOME**

After participating...

...you will be able to improve your international alumni engagement efforts.

ai ACADEMIC IMPRESSIONS 2

AGENDA

- Building on the Case for International Alumni Programming
- Developing Your Program
- Measuring The Success Of Your Program
- Improving Your Program: Looking To The Future



#Altraining

BUILDING ON THE CASE FOR INTERNATIONAL ALUMNI PROGRAMMING





CHAT

What are some of your
greatest challenges engaging
international alumni?

SETTING THE CONTEXT

IN 2015, INTERNATIONAL ALUMNI
RELATIONS LOOKS AND FEELS...

- Underdeveloped (or, under-resourced)
- Fragmented within different units
- A virtual community (LinkedIn/Facebook)
- A last-minute necessity

WHAT IS MOTIVATING INTEREST IN ENGAGING INTERNATIONAL ALUMNI?

Rankings? Market
competition?

Need to recruit more
international students
and need volunteers?

Focus on preparing
future global leaders?

Financial? Preparing
to go global in next
campaign?



RELATIONSHIPS ABROAD ADD VALUE

VALUE FOR...

Strengthening
reputation and
raising brand
awareness

VALUE FOR...

Enhancing
international
student recruitment
channels

VALUE FOR...

Connecting alumni
and all students for
professional
development
assistance


VALUE FOR ...


Involving
international alumni
donors in programs
that contribute to
pipeline of support




■ HOW DO YOU KNOW YOU'RE READY?

LEADERSHIP SUPPORT <ul style="list-style-type: none">• President/Provost• Deans• Trustees• Alumni leaders	BUDGET AND RESOURCES <ul style="list-style-type: none">• Central or shared?• International planning• In-kind support• Current database
STAFFING <ul style="list-style-type: none">• Chief advancement officer• Designated alumni officers	VOLUNTEERS <ul style="list-style-type: none">• Identify• Inform• Invite• Invest

 **ACADEMIC IMPRESSIONS** 9

 **POLL**

I have (this many) of these resources today

 **ACADEMIC IMPRESSIONS** 10

■

HOW DO YOU
KNOW YOU'RE
MAKING
PROGRESS (ROI)?

LEADERSHIP SUPPORT

- Partners as volunteers
- Influencers
- "Chapter Founding Members"

BUDGET AND RESOURCES

- Intl outreach requires campus-wide commitment
- 9 mo. planning cycle

STAFFING

- Alumni officers become campus experts for int'l outreach
- Cross-training for Admissions and Development

VOLUNTEERS

The 5th I: IMPACT:

- Referrals
- Leadership roles
- In-kind support grows

 11



QUESTIONS

 12

#Altraining

DEVELOPING YOUR PROGRAM



7 TIPS FOR IMPROVING INTERNATIONAL DATA MANAGEMENT

1. Know the depth of current data and create records for “non-traditional” alumni, members, donors
2. “Internationalize” current systems
3. Form an International Data Management working group for your institution/organization
4. Faculty/Staff travel survey



7 TIPS FOR IMPROVING INTERNATIONAL DATA MANAGEMENT

5. Promote the lifelong relationship early and often with international students and younger constituents
6. Improve the level of engagement with international alumni and members at-large
7. Invest in the establishment of an international alumni chapter network



PAY ATTENTION TO CULTURE...

TIME, TALENT, TREASURE AND TECHNOLOGY -
THE TRANSFER OF THESE *DIFFERS BY CULTURE*

- A. Understand the culture of international countries of interest— does participation represent philanthropy or a business deal?
- B. Know the agenda for your institution



PAY ATTENTION TO CULTURE...

TIME, TALENT, TREASURE AND TECHNOLOGY - THE TRANSFER OF THESE DIFFERS BY CULTURE

- C. Seek advice from international liaisons and reciprocate
 - Host campus visits, appropriate admissions advice, introductions
- D. Training trainers: **international students**, regional international volunteers as ambassadors, fundraising agents, advocates and allies



RESOURCE

Cultivating International Students

<http://www.academicimpressions.com/news/transitioning-international-students-your-donor-pipeline>

■

PROGRAM TAKEAWAY

SAMPLE 1

**PROMOTE INSTITUTION TO PROSPECTIVE INTERNATIONAL STUDENTS:
INVOLVE AGENTS AND/OR PARTNER WITH ADMISSIONS**

Step 1: Planning
International offices at university work with regional offices: research student, family and alumni demographics, build engagement plan

Step 2: Make Introductions and Inform

- Host receptions over summer and winter breaks
- Include new and returning students
- Invite local guidance counselors

 19


■

PROGRAM TAKEAWAY

SAMPLE 1

PROMOTE INSTITUTION TO PROSPECTIVE INTERNATIONAL STUDENTS: INTENDED OUTCOMES

- Build early relationships with students and families
- Meet prospective alumni volunteers
- Alumni networking
- Connect student societies with alumni from region
- Involve current students as speakers/attendees at student recruitment events and high school visits

 20

PROGRAM TAKEAWAY

SAMPLE 2

PROMOTE INSTITUTION IN GLOBAL CAMPAIGN

- Presidential visits
- Faculty ambassadors - speakers; collaboration with development
- Advance planning - determine timeline for international outreach in silent phase, public phase and first two years after campaign concludes
- Roles for leadership, staff & volunteers
- *Examples:* European Advisory Meeting, Campaign launch event in Hong Kong



RESOURCE

International Planning Tips

<https://www.academicimpressions.com/news/international-travel-leveraging-your-alumni-key-resource>

<http://www.academicimpressions.com/news/roadmap-detailed-scenario-planning-advancement-overseas>



PROGRAM TAKEAWAY

SAMPLE 3

PROMOTE INTERNATIONAL CAREERS AND PROFESSIONAL DEVELOPMENT FOR STUDENTS/ALUMNI

Example from University of Rhode Island (URI)

- ✓ Large alumni population in Germany
- ✓ International Engineering Program at URI

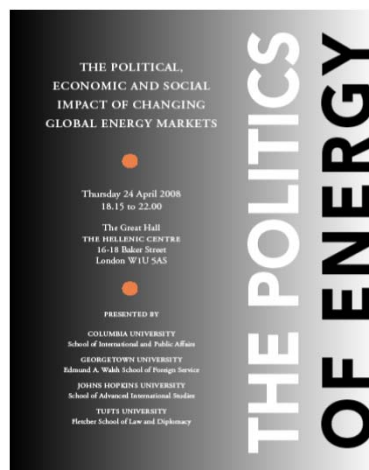
Idea - Pilot program:

- "Winternship Week": alumni-hosted apprenticeships in early January
- Host Alumni-Student Receptions for URI community in major cities; find sponsors



PROGRAM TAKEAWAY

SAMPLE 4 - JOINING FORCES



Demand for, and ownership and control of, the world's energy assets is shifting upward. This, and the resulting oil price increases, may have a material impact on the balance of power and wealth globally and especially on the US and Europe. Our speakers will explore the many dynamics of these trends and will offer their views as to how the world as we know it might change.

OUR PRESENTERS

JAMES SMITH
Chairman, Shell UK Limited
The Changing Structure of the Global Energy Industry

YANNICK MIREUR PhD
Associate Director, Institute for Global Energy Studies
Will the Global Balance of Power Shift?

LUIS QUIROGA
Chief of Staff
Can Renewables Reverse the Trend?

MODERATOR
SIMON MAXWELL
Director of the Overseas Development Institute



MANAGING VOLUNTEERS FROM A DISTANCE

DO

- Establish routine communication
- Develop volunteer training
- Know benefits of more structure than less
- Plan ahead (but know optimal times for programs)
- Create community
- Collaborate and build scale

DON'T

- Treat one region like the other
- Forget some countries honor seniority
- Underestimate the value of "other" networks
- Rely on social media to do your job - build relationships in person
- Separate domestic and international programs - build global community



QUESTIONS

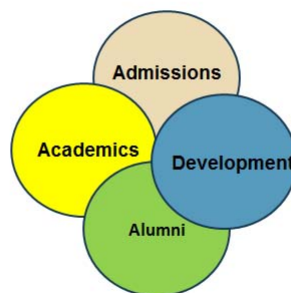
#Altraining

MEASURING THE SUCCESS OF YOUR PROGRAM

ai ACADEMIC
IMPRESSIONS 27

THE 4 PILLARS OF ENGAGEMENT

The 4 Pillars of Engagement



Copyright 2010 Gretchen Dobson

ai ACADEMIC
IMPRESSIONS 28

AN EASY-TO-MEASURE METRIC: VOLUNTEER HOURS AS FTE

search Business and community Working here Alumni and supporters Our departments Visiting us About us

Lausdofch * Volunteer

ni

Volunteering

We are delighted that many of our alumni help future generations of Exeter students by playing an active volunteering role in supporting the University.

Volunteering is a great way to meet new people and old friends, and to share your skills and expertise with the current generation of students.

By becoming one of our volunteers, you can:

- help the next generation of Exeter alumni achieve great things
- enhance your professional skills
- meet fellow Exeter alumni
- promote Exeter as a great university
- have a great time.

See our [ways to help](#) page to see how you can help as a volunteer.



Simon Greenberg (this Chief of Staff for the 2010 World Cup Bids, is one growing number of alumni volunteers who have given advice to current

1. Define priorities
2. Identify volunteer opportunities
3. Invite and inform
4. Track participation hours
5. Thank and recognize
6. Convert hours to FTE

ai ACADEMIC IMPRESSIONS 29

EFFECTIVE SOLICITATIONS: GETTING TO "YES!"

FOUNDING MEMBERS

- Identify key VIP alumni, parents and friends
- Meet in-person to share goals for int'l expansion
- Seek input for specific region
- Invite VIP to join efforts as FM - lend his/her name
- Update VIP regularly and steward well!

GLOBAL CAMPAIGNS

- Remember cultural norms with VIP events
- Decide which cities will provide greatest exposure
- Identify VIPs as advisors
- Invite all regional alumni to events (e.g. all Asia invited to HK)
- Plan at least 9 months out
- Know holidays
- Develop global campaign metrics

ai ACADEMIC IMPRESSIONS 30

SETTING GOALS FOR ENGAGEMENT: OPPORTUNITIES IN THE FIRST 3 YEARS

TIME - FIRST YEAR

- Int'l advisory group
- New chapters/affinity groups

TALENT - FIRST YEAR

- Int'l alumni representatives from company HR offices
- Alumni admissions ambassadors

TREASURE - YEAR 1+

- Increasing in-kind support
- Int'l annual fund awareness
- Int'l students as Donors

TECHNOLOGY - TODAY - YEAR 3

- Social media communities
- Virtual alumni education
- Global celebrations



TIMELINE FOR ROI: A FIVE YEAR GROWTH CYCLE (TUFTS UNIVERSITY)

INTERNATIONAL CHAPTER DEVELOPMENT

Year	Number of Chapters
1 st	4
2 nd	9
3 rd	15
4 th	17
5 th	19



INTERNATIONAL CHAPTERS: EXPANSION AND BUDGET

Year	New Chapters	% Increase in International Budget Over Prior Year	Significant Events
1 st	London, Switzerland, Greece, Hong Kong	N/A	Presidential reception in London at US Embassy
2 nd	Paris, India, Singapore, Toronto, Mexico	35%	<ul style="list-style-type: none"> - Tufts in World-Mexico City - Tour of new deans includes Europe
3 rd	Montreal, Japan, Korea, Spain, Turkey	50%	<ul style="list-style-type: none"> - Tufts in the World - India - Family cultivation - Alumni Achievement Award presented in Mumbai
4 th	Beijing, Shanghai	75%	<ul style="list-style-type: none"> - Alumni World Day - Capital campaign reception in Europe - New director of Asia regions hired
5 th	Brazil, Belgium	150%	<ul style="list-style-type: none"> - Tufts in the World - China - International Faculty and Alumni Author Series - International Leader Training
6 th	Thailand, Vancouver	150%	<ul style="list-style-type: none"> - International chapter programming continues

33

INTERNATIONAL ENGAGEMENT: EXAMPLES OF THE ROI IN \$

Year	Region	International Gifts & In-Kind Support	Stewarding Support
1 st	India	Local travel, venue and event costs covered through campaign	Family recognized with Distinguished Service Award
2 nd	Hong Kong	Chapter leader's \$100k gift begins his philanthropy	Chapter leader is invited to join the International Board of Overseers and will play a leadership role in campaign
3 rd	Canada, Europe and South America	Annual fund gifts	Investing in the Volunteer's Leadership Development and continuing to share giving opportunities
4 th	Asia, UK	More major gifts from families, UK Charitable Trust	New Director of Asia Relations cultivates relationships across constituencies
5 th	Asia, UK & Europe	Sponsored campaign events	Key donors are asked to become involved in the closing campaign celebrations

34

■

TO REVIEW, YOU'RE TRACKING YOUR ROI AND MAKING PROGRESS WHEN...

LEADERSHIP SUPPORT

- Partners as volunteers
- Influencers
- "Chapter Founding Members"

STAFFING

- Alumni officers become campus experts for int'l outreach
- Cross-training for admissions and development

BUDGET AND RESOURCES

- Intl outreach requires campus-wide commitment
- 9 mo. planning cycle
- Improved int'l data

VOLUNTEERS

The 5th I: IMPACT:

- Referrals
- Leadership roles
- In-Kind Support grows

ai ACADEMIC IMPRESSIONS

35

?

QUESTIONS

ai ACADEMIC IMPRESSIONS

36

#Altraining

IMPROVING YOUR PROGRAM: LOOKING TO THE FUTURE



#1: MEET YOUR SENIOR INTERNATIONAL OFFICER



- Works with deans and faculty to implement institution's international academic and research agenda
- Engages international alumni in mentoring, admissions, and other volunteer roles to advance the institution's goals abroad



#2: IDENTIFY AND ENGAGE "OTHER" INTERNATIONAL ALUMNI AND FRIENDS



- International undergraduates on study abroad
- International ESL students
- International Post-Docs (researchers, Fulbright)
- International faculty fellows
- International honorary degree recipients



#3: CONTINUE TO SHOW VALUE FOR YOUR EFFORTS ABROAD



CROSS TRAINING

- Central and school-based alumni relations
 - Meet HS guidance staff
- Admissions
 - Meet HS guidance staff
- Parent/Family programs
- Development
 - Hybrid role



#4: PREPARE FOR NON-TRADITIONAL AFFINITIES (AND CREATE RECORDS IN DATABASES!)

- More international student exchange programs
- Undergraduate, graduate and executive education sponsored by more 2+ universities
- Int'l fellows/visiting faculty
- Distance learning
- MOOCs

#5: REPLACE FACEBOOK FOR FACE TIME



- Face-to-Face
- Voice-to-Voice
- Meet international alumni half way when they come to U.S.
- Make time to visit alumni when attending conferences abroad
- "Guanxi" and cultural considerations



TAKEAWAYS

- Identify resources to support international engagement efforts
- Apply volunteer management principles of the 5 "I's" in different cultures
- Implement new tips for international data management
- Gain new ideas for international programming



TAKEAWAYS

- Demonstrate the value of international alumni relations as part of your global story
- Develop metrics to planning cycle
- Awareness of trends and other relationships that strengthen international outreach campus-wide



RESOURCE

Professional Associations

- Council for the Advancement and Support of Education
 - <http://www.case.org>
- Association of International Education Administrators
 - AIEA - <http://www.aieaworld.org>
- European Association for International Education
 - EAIE - <http://www.eaie.org>
- Asia-Pacific Association for International Education
 - <http://www.apaie.org>



RESOURCE

Social Media & Online Tools

LinkedIn Communities such as the International Advancement Professionals - a subgroup of CASE

Academic Impressions - Higher Education Impact daily and weekly blogs

Gretchen Dobson LLC - blogs, articles, interviews...
www.gretchendobson.com





RESOURCE

Books

Dobson, G. (2011). *Being Global: Making the Case for International Alumni Relations*. www.case.org/store.

Feudo, J. (2009). *Alumni Relations: A Newcomer's Guide to Success*. www.case.org/store

Morrison and Conaway, (2006) *Kiss, Bow, or Shake Hands*, 2nd Edition (Adams Media).

A primer on international etiquette and business practices



RESOURCE

International Travel

- *International Travel Handbook: Engaging Constituents Abroad* (Academic Impressions, 2014).
- AI Higher Ed Impact: Weekly News & Takeaways - A new monthly blog on international travel management
- Websites of U.S. Embassies, Consulates, and Diplomatic Missions
 - <http://www.usembassy.gov/>
- For expedited passports and visas
 - <http://www.travisa.com/>





QUESTIONS



EVALUATION

Thank you!

Please remember to complete the event evaluation.
Your comments will help us continually improve the
quality of our programs.

