



2013 Conference

# International Alumni Relations as a Facilitator of Change: Forecasting for the Next Decade

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# Setting the Context

In 2013, International Alumni Relations looks and feels like this:

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

# Relationships Abroad add Value

***Value*** for strengthening reputation and raising brand awareness.

***Value*** for enhancing international student recruitment channels – alumni abroad become knowledgeable recruiters and referral agents.

***Value*** for involving alumni in the life of students during the most challenging environment for employability.

***Value*** for involving alumni donors in programs that contribute to pipeline of support - measured in ***time, talent and treasure.***

# Two Trends to Watch

- ✓ Growing number of alumni with nontraditional affinity.
- ✓ Alumni and the role they play in the development of branch/satellite offices and overseas campuses.



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## Trend #1

**Growing number of  
alumni with nontraditional  
affinity**

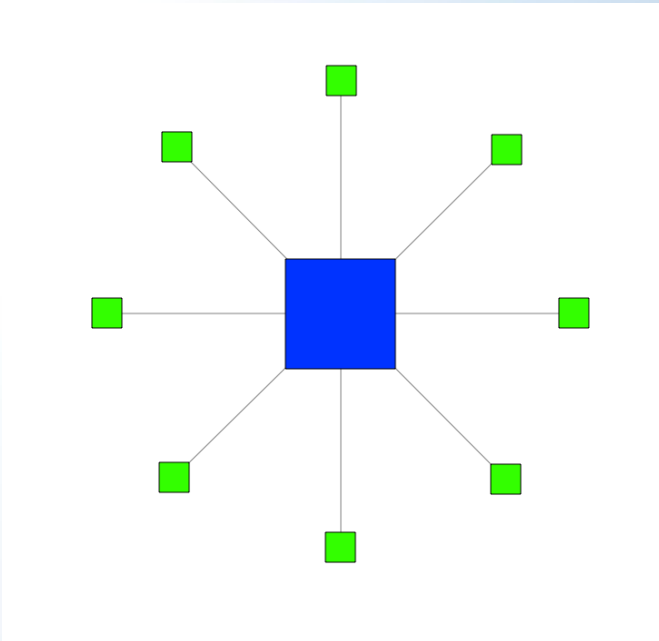
# Non-traditional Affinity

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- Increase of international community and technical college graduates.
- More international student exchange programs.
- Undergraduate, graduate and executive education sponsored by more 2+ universities.
- Distance learning.
- MOOCs.

***How do we remain proactive and leverage what may become a new “norm?”***

# Multiple Affinities



The question is  
**WHO OWNS  
THE  
RELATIONSHIP?**

# From Community College to University

- Middle class is growing in developing world.
- “*Massification*” of higher education around the world is producing more graduates from community colleges or technical schools.
- Greater opportunity for these graduates to continue on to university at home – and abroad.

***Where will the alumni affinity lie?***

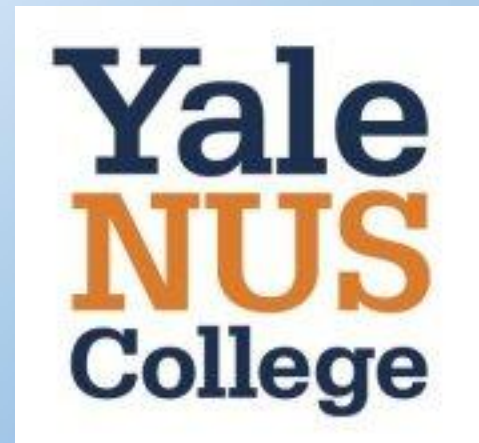


# Education Abroad

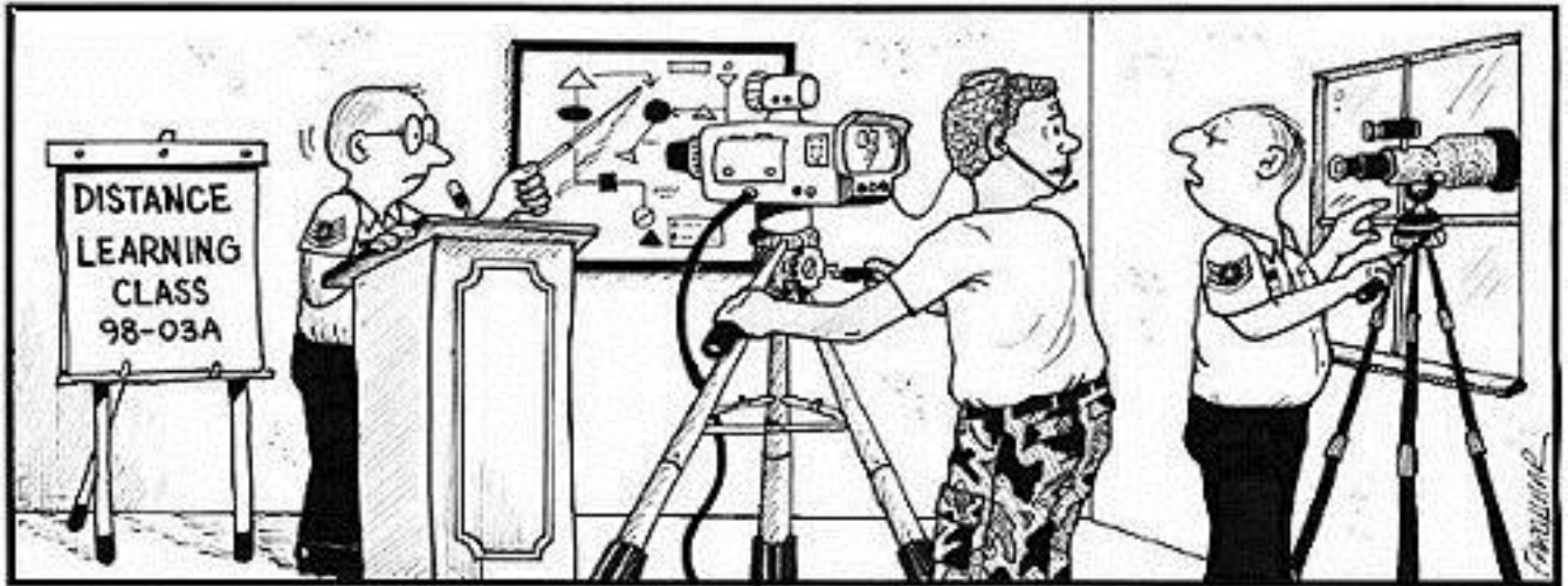
Is one of your students now an alum of the host institution after studying on one of their accredited campuses for one year?



# Multiple Hosts



# Distance Learning



*LOOK'S LIKE WE HAVE SOMEONE WITH A QUESTION IN SOUTH DAKOTA.*

# MOOCs

How do we engage hundreds and thousands of learners? Should we?

- *Content is the smallest part of the value chain.*
- A vast majority never complete course.
- Does exposure to host institution/faculty create opportunities for learners to engage as an alumni body?

## Trend #2

Alumni and the role  
they play in the development of  
branch/satellite offices and  
overseas campuses

# Alumni and International Offices/Branch Campuses

- Huge upfront investments required.
- Personal philanthropy from international stakeholders may be driving the satellite office or branch campus topic.
- International alumni should also play a role in developing regional presence.

# Alumni and International Offices/Branch Campuses

- Personal philanthropy from international stakeholders: Paying careful attention to *culture* and how it impacts alumni affinity will be key to engaging lasting participation and support.
- There is an appeal of international campuses but the danger is maintaining the quality. Setting up campuses abroad is about brand and you must maintain that brand.

# Case Western Reserve University in Thailand

The story of one man's ability to make **THE** difference:

- From influential family.
- Wanted academic challenge so “I could learn everything I needed to know.”
- Earned a PhD; son is now enrolled in PhD.
- Hosted alumni events for 20 years.
- Cultivated alumni volunteerism and affinity.



# Case Western Reserve University in Thailand

In the last year, his agenda became Case's agenda:

- Leadership ready to pilot global hub serving academic, admissions and advancement agendas.
- Officers of university traveled regularly to meet and plan with alum in Bangkok.
- Alum invited to join Board of Trustees.
- Calculated risk during campaign.

# Case's ASEAN Hub

## CWRU in Bangkok opens in March 2013:

- ASEAN regional office for Singapore, KL, BKK – want to be in a position to engage emerging markets: Myanmar, Philippines and Indonesia.
- Local hire to run office.
- 50K/year budgeted for office (cost-sharing across departments: Provost, international, A&S, Engineering, Alumni Relations).
- Two main objectives of office:
  - Student recruitment
  - Alumni relations (building a stronger brand)

# Nottingham in Malaysia

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- Students from Malaysia attending Nottingham for over 60 years.
  - Quite prominent figures
  - Positive experiences
  - Self organized into an alumni body
- Alumni initiated the idea for a foreign university.
  - Had government support from the beginning
  - Older alumni from the 50s-60s facilitated the conversation
  - Valuable for intros/network/opening doors and advising
- KL campus opened in 2000. Some alumni taught on campus in the early days.

# Nottingham in Malaysia

## Role of the alumni in Malaysia:

- Networking
- Providing advice and intelligence: “what’s happening here that we should know about.”
  - Understanding the context and cultural implications about running a campus for 4500 students
- Emergent strategy of segmenting the alumni base.
  - Senior alumni are ambassadors who provide advice about preparing for a visit from Vice Chancellor
  - Younger alums (less than 10 years out) are asked to help with recruitment – speak at exhibitions; pre-departure
  - Malaysian students interact with Graduate Association

# Nottingham in China

## **A different history than in Malaysia**

- Campus founded in 2004.
- Alumni body has only been active in last 5 years.
- Majority of alumni are junior and not networked in the same way as senior alumni in Malaysia.
- Good “friends” were closely associated to building the campus and providing ongoing counsel.

Today: because the growth of alumni in China is helping Nottingham build contacts that benefit both campuses in UK and China.

# Nottingham is looking ahead...

- Starting a separate entity (charitable foundation) to accept contributions. Alumni from both UK and Malaysian campuses want a vehicle to channel money in either direction.
- Goal: more active engagement from alumni across both UK and the Malaysian campuses:
  - Linking academic alumni to Research and Teaching activities.
  - Develop pathways for alumni to assist with employability and career engagement.

# Conclusions...

- Alumni affinity begins when a student takes one course.
- Distance learning, MOOCs, and social media produces affinity but what we do with the power of numbers is the question.
- Regional alumni can influence satellite office/branch campus success. They just need to be asked to help.



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# Thank You!

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Re-imagining Higher Education in a Global Context





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# Contact Information

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