

# Partnering with Alumni for Student and Graduate Success



This National Learning and Teaching Fellowship aims to redefine the role of alumni in Australian Higher Education and encourage new models of alumni engagement that facilitate authentic partnerships between a university and its graduates.

## Research and Engagement

 **1301** TOTAL AUDIENCE
  **630** RESEARCH PARTICIPANTS
  **27** INTERNATIONAL UNIVERSITIES
  **28** AUSTRALIAN UNIVERSITIES



Semi-structured interviews (n=115)



**7**

Conference presentations (audience n=299)



Focus groups (total participants n=164)



**10**

Workshops (participants n=287)



Survey of students (n=288)

Survey of academics (n=40)

Survey of alumni professionals (n=23)



**11**

Invited presentations (audience n=715)

## Key Findings



**250,000**

NEW AUSTRALIAN ALUMNI EACH YEAR

ALUMNI NOT ENGAGED WITH THEIR UNIVERSITY **80%**

An opportunity exists to engage the whole University in supporting deep alumni engagement. Key recommendations

- Communicate the University's alumni engagement philosophy, strategy and intentions around fundraising
- Work with Schools to identify academic champions to lead alumni engagement and liaise with the Alumni Office
- Leverage employability as a 'foot in the door' to connect academics
- Embed student contact with alumni from orientation and across the student lifecycle
- Make the processes for engagement with the Alumni Office clear to all staff
- Celebrate and profile graduates and share stories of success across the institution
- Provide training for academics in relationship mgt., social media & online networks

### GUIDING PRINCIPLE

**Friend raising before fundraising**

### SUPPORTING EMPLOYABILITY

Current students saw high value in alumni contributing to employability through:



**Mentoring**



**Placements**



**Networking**



**Lectures**



**Advisory Boards**



**Career Advice**

### TOP TIPS

- ✓ Connect early
- ✓ Stay connected
- ✓ Harness power of social media
- ✓ Facilitate conversations
- ✓ Work with the Alumni Office
- ✓ Update contacts
- ✓ Always prompt action

### THINGS TO AVOID

- ✗ Waiting until graduation
- ✗ Operational silos
- ✗ Organising on the fly
- ✗ Only ever asking
- ✗ Approaching recent alumni for gifts

## Outputs



**GOOD PRACTICE GUIDES**

**5**

- Alumni Engagement Concepts and Good Practice Principles
- Guide for Senior University Staff
- Guide for Academic Staff
- Guide for Alumni Professionals



**CASE STUDIES**

National examples of good practice

**22**



**NETWORK MEMBERS**

Graduate Lifecycle Leaders

**12**



**COLLABORATIVE PROJECTS**

Exploring innovative practice in alumni engagement

**5**



**FRAMEWORKS & RESOURCES**

Tools to inform practice and support strong alumni communities



**WEBSITE**

www.engaging alumni.com

**1**