



# Global Alumni Relations

Create your Global Alumni Network

Gretchen Dobson, a globally recognized leader in International Alumni Services, is your guide to building a lifelong relationship with your international alumni. Get started to Go Global!

## Create your Global Alumni Network

### Why it works:

Your alumni can help build the reputation and brand of your institution by:

- Sharing their own stories of how they bridged the gap between studying and employability
- Participating in recruitment events such as student fairs, Open Days and presentations
- Promoting your institution by way of word-of-mouth and social media

### 3 Products to Go Global:

Global Alumni Relations  
E-Course

Getting Started to Go Global

Discover Global Alumni

## Global Alumni Relations E-Course

For an annual subscription of US \$495, Academic Assembly will provide your institution with two (2) seats for our 12-module online professional development seminar. This allows sharing the training program between departments or for use in staff training sessions throughout the year.

Your team will also have access to a library of best practice recommendations, updated case studies and planning templates. Our expert team will moderate your progress through the course and will periodically check in to help in your institutions progress to help you make the most of your subscription.



For an annual subscription of US \$495



To find out more about how your institution can create a global alumni network that works, contact:

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# Getting Started to Go Global



This package is designed for institutions new to global alumni relations and/or those who want an outside assessment of current international alumni management practices. *Getting Started to Go Global* measures institutional perceptions about the ability to manage successful and sustainable international alumni relations programs which are dependent on leadership support, dedicated staff, institutional resources and volunteers.

**Getting Started to Go Global includes: Price: US \$2,500**

- 30-60 minute introductory call with alumni expert to learn about top-level global objectives
- On-line readiness assessment
- Institutional audit and desk-based research
- Report including recommendations for next steps for engaging alumni
- 60 minute wrap-up call with our alumni expert to review report, answer questions, and operationalize next steps

## Discover Global Alumni

**Discover Global Alumni** creates a global alumni network with alumni groups in different cities or countries, and leverages them toward your strategic objectives, over a three year period. As a client, you provide us with the last known whereabouts of your international alumni and we do the rest.

### How it works

We locate your alumni and organize alumni groups around the world. The size and range of these groups may vary depending on the number of graduates you have in the city, country or region, and will be defined when we start working with you.

We provide an in-country expert project manager dedicated to your account. This project manager works with you throughout the alumni discovery process and during the creation of your international alumni network.

Our goal is to promote a lifelong relationship between your institution and your international alumni. As well as setting up your network, we provide training and coaching on how to harness the power of your alumni into a platform that helps your institution achieve its global ambitions.

**A three-year subscription to the Global Alumni Relations E-Course is included in each Discover Global Alumni project.**

### What we offer

**Discover Global Alumni** is a fixed-fee service that can be tailored to suit your institution's budget. The project is designed to last three years, at the end of which your institution will have a fully functioning international alumni network.

Discover Global Alumni will:

- Identify, confirm and store alumni contact information using AlumniOS™
- Make initial contact and verify interest through social media, telephone, e-mail or web surveys
- Engage in online and in-person meetings and discussions
- Solicit leadership volunteers for the alumni groups
- Establish a charter and governance for your groups, as well as mentoring the first leaders
- Engage chapters in the early stages of development, assisting with student recruitment, alumni networking, and supporting your institutions' in-country initiatives and fund-raising

Clear deliverables are offered each year and are managed by a locally-based alumni team.

### Year 1: Focusing on Identifying, Inviting and Informing Alumni

- Researching alumni contact information, updating database – ongoing
- Building relationships with alumni
- Inviting alumni to participate in various recruitment activities
- Profiling alumni on social media
- Building reputation and brand

### Year 2: Continuing to Identify, Invite, Inform – and invest in alumni experience

- Database management continues
- Develop leadership structure for new alumni body
- Develop alumni leader resources: job descriptions, business cards, volunteer training day
- Develop stronger social media strategy
- Agents and alumni plan recruitment events
- Alumni career networking events begin

### Year 3: Emphasis on the Transition Plan

- Focus on sustainability
- Opportunities to extend contract another three years

We provide ongoing support!

**Starting at US \$10,000/year**



**Discover Global Alumni** starts at US \$10,000 per year, and is scaled to fit your institution's budget and objectives. The project *typically takes three years* that results in a turnkey international alumni chapter serving a target market (city, country, or region). Discover Global Alumni includes a subscription to the Global Alumni Relations E-Course (valued at \$495/year).