

# International Alumni

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# International Alumni



# UvA alumni – why your Alma Mater wants to stay in touch with you



- ❑ You are ambassadors for the University of Amsterdam!
- ❑ You are the public face of our institution!

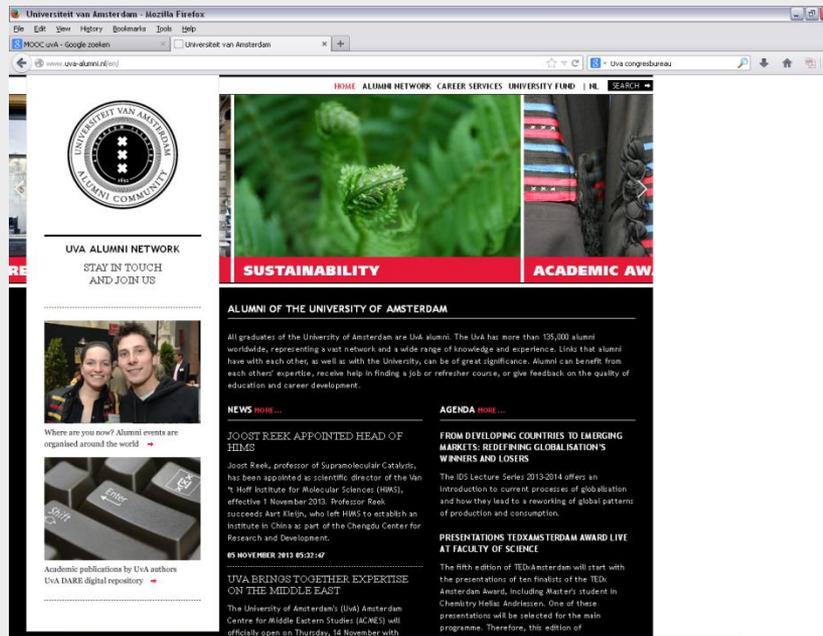
# UvA alumni – how will you benefit from staying in touch with us?



- ❑ Member of a valuable community
- ❑ Create new social and professional networks and reinforce old ones
- ❑ Up-to-date with latest (scientific) news from the UvA and your field of study



# Services – Netherlands and abroad



- ❑ Alumni website
- ❑ Free Access EBSCO
- ❑ Social Media: LinkedIn/Facebook/Twitter
- ❑ International Alumni Newsletter

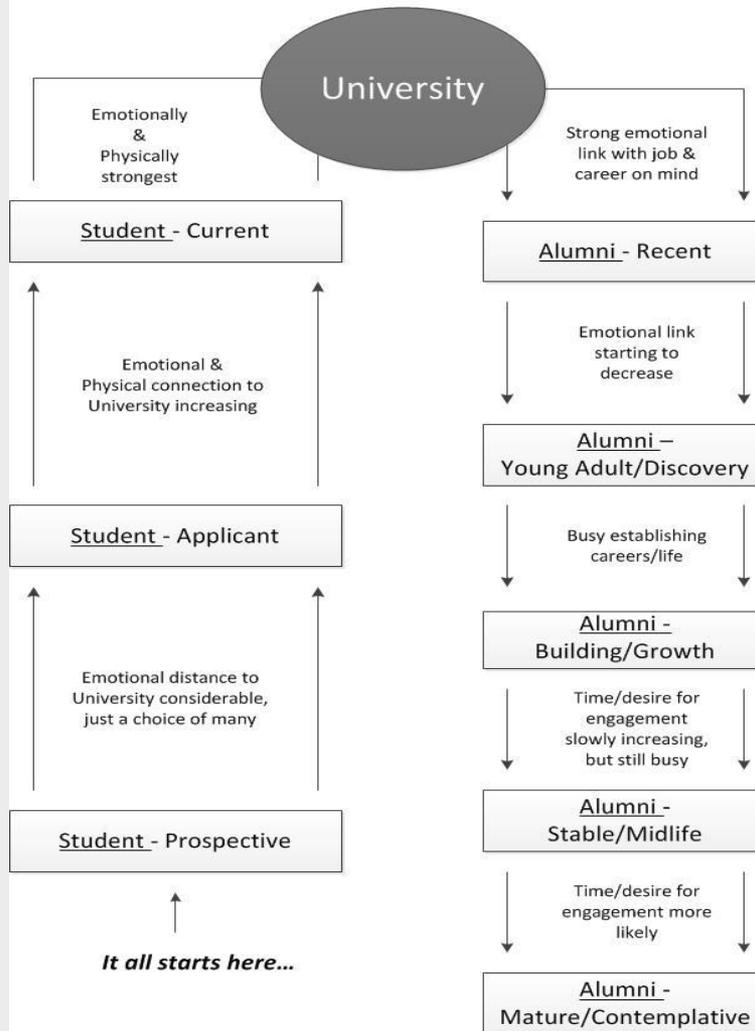
# UvA alumni – International activities



Chapter events in:

- Beijing
- Berlin
- Boston
- Brussels
- Barcelona
- Madrid
- New York
- Paris
- Shanghai

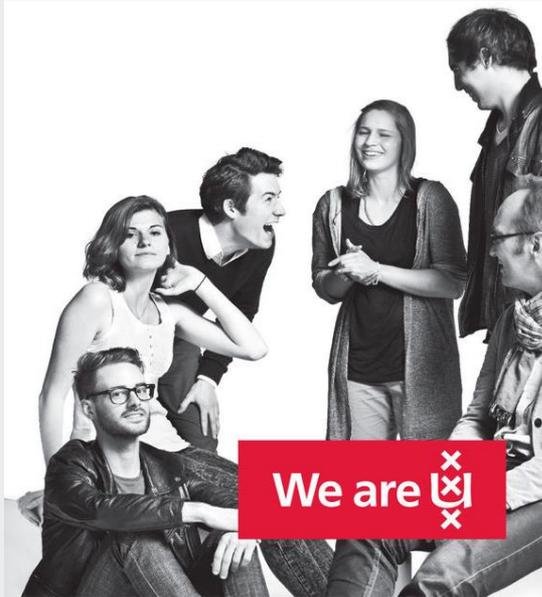
### Student to Alumni Lifecycle model



# How to create easy transition?



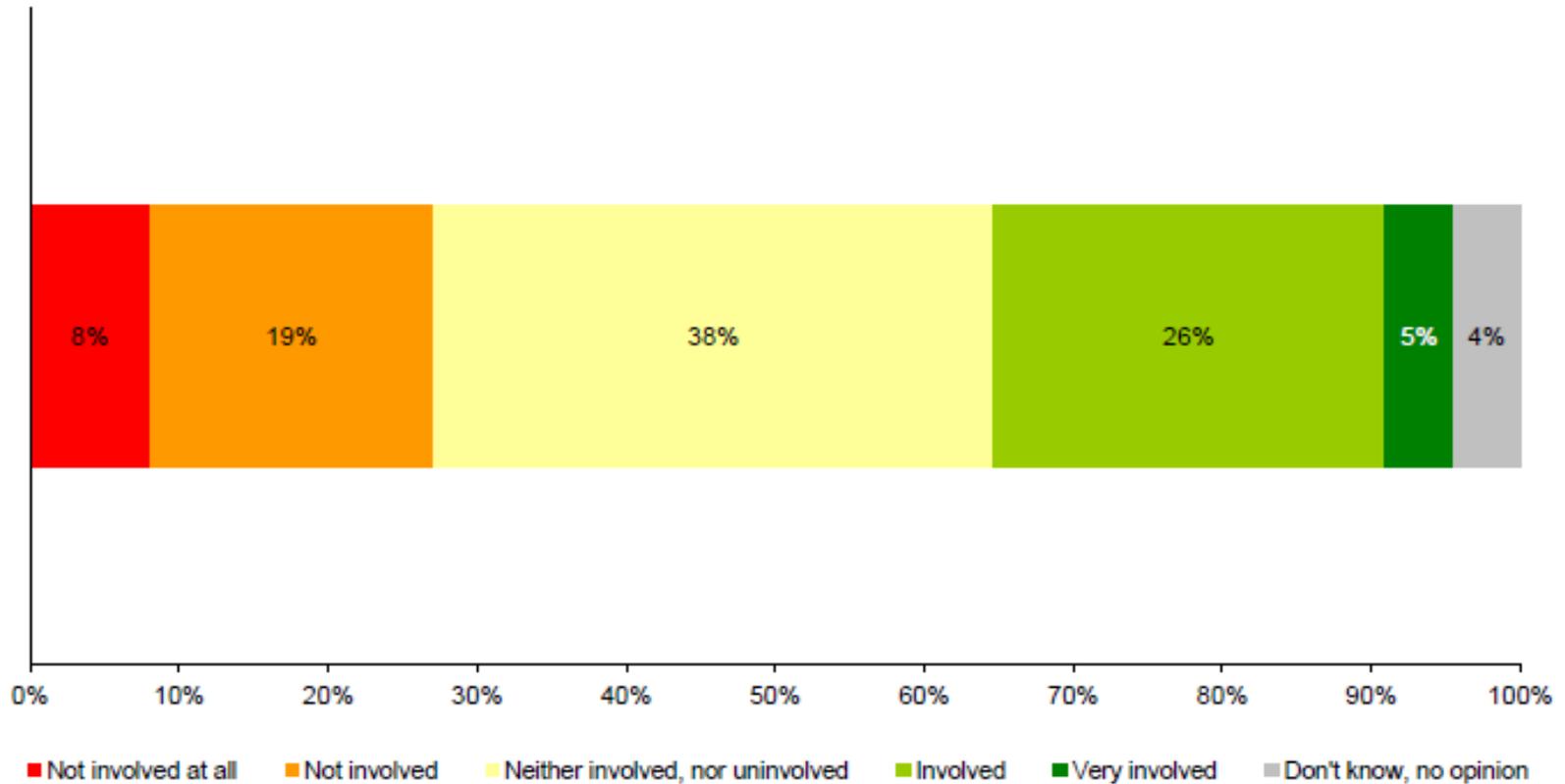
# How to connect with international students and alumni ?



### Which of the following statements best describe your involvement with the UvA?

Basis: Allen - in percentages (n=405)

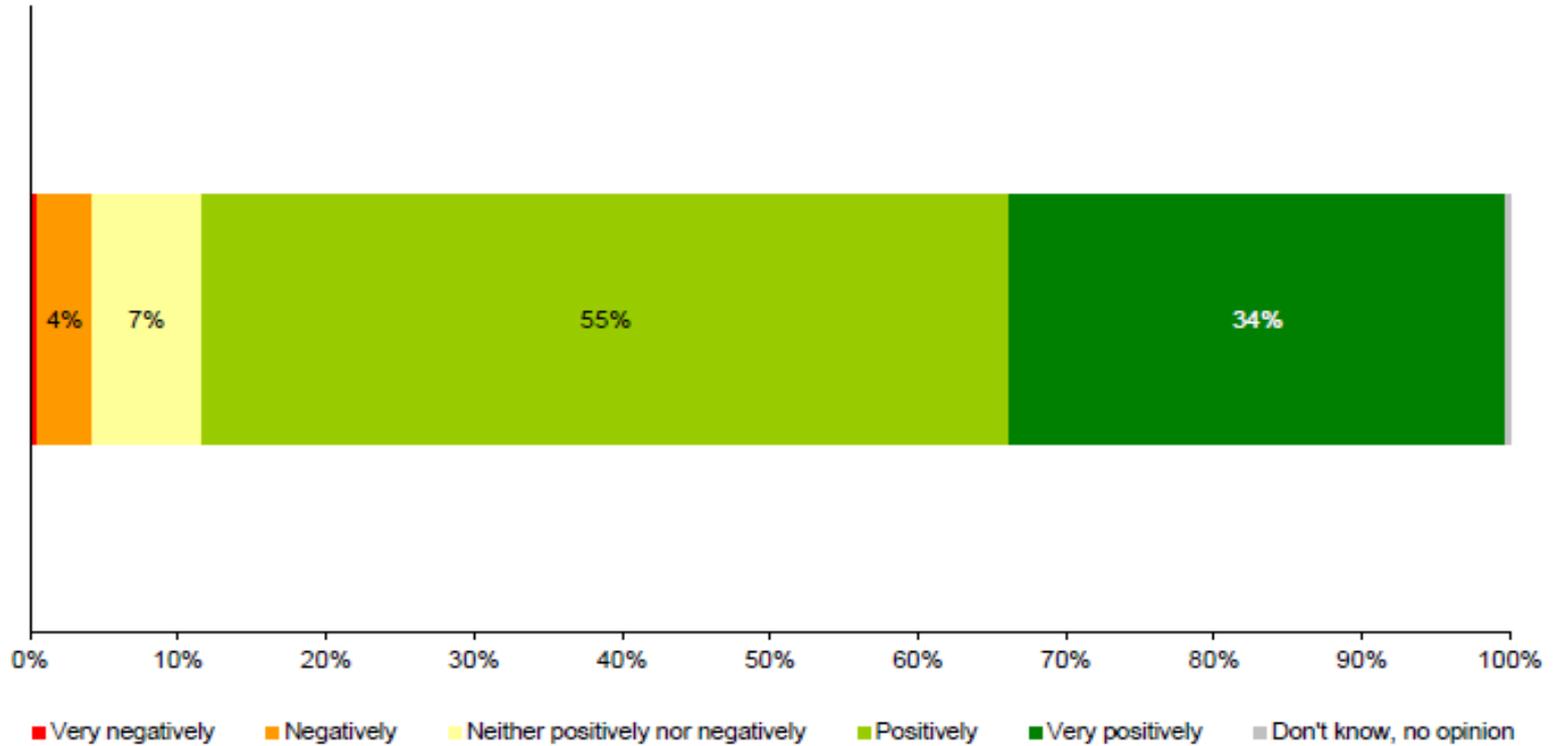
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### How did you experience your time at the UvA?

Basis: Allen - in percentages (n=405)

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# Commitment to UvA

- Positive student experience => involved alumnus
- Active student => active alumnus
- Alumni strategy as part of student life-cycle

# Message:

## Prospective, Applicant, Current student

- Student today – future alumnus
- Alumni will enrich your student experience
- Alumni network gives opportunities for both student and alumnus



# Prospective students



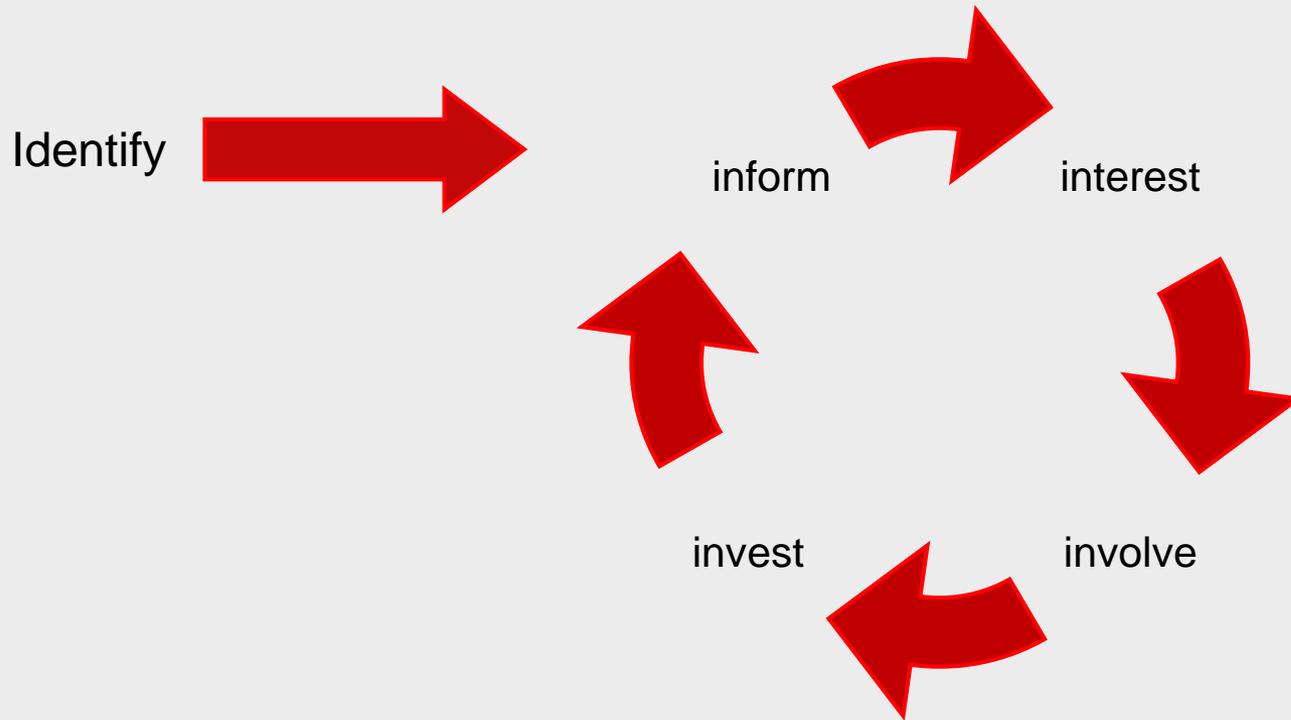
# Current students



- Graduation ceremony
- Certificate folder
- Graduation present
- Congrats email
- Master's Thesis Contest



# 5 I's



# Identify



- People
- Addresses
- Education
- Employment
- Degree certificate registry

# Inform

- Alumni magazine
- Newsletters
- Event calendars
- Alumni community NC



# Interest

- Networking events
- Career programme
- Education related groups
- Contract teaching discount rates
- Facilities



# Involve

- Board alumni association
- Curatorial panel of special chairs
- Brainstorm sessions
- Cultivation alumni circles
- Student life cycle





# Invest

**“Fundraising is based on getting the right person in the right spot at the right time to ask for the right amount of money for the right thing followed by the right stewardship”**

Scott Nichols

Dean for Development, Alumni Relations and Communications  
Harvard Law School

# Invest

Donors have:

- Financial means
  - Tax deduction
- The will to give
  - Communication
- A relationship with the institution
  - Relations management



## Amsterdam is looking for talent



