



International Student and Alumni Relationships: Building a Lifelong Network at Home and Abroad

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Building Relationships = Building 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 recruiting alumni to engage with international students and foster “a global IQ and EQ” that will assist them in their careers and last a lifetime

Value for involving alumni in the life of students and university and students in the life of alumni

Alumni Voices...

- “I **struggle** to find a **meaningful** volunteer opportunity”
- “We need a **strategy for involving alumni at different levels**”
- “Alumni volunteers can **represent the university in the regions** – for admissions/for building alumni network”

Student Voices...

- “Alumni can **give students advice** on how to survive different aspects of University”
- “We want to **meet alumni in more informal settings**”
- “We feel that the Students’ Union involvement is key to improving alumni relations. Need to **work with SU and the societies** to learn about alumni who were formally involved and invite them to re-engage with students and the University

Developing Networks Abroad



Academic-Alumni Partnerships

Examples: Study Abroad
Programs and Regional
Alumni Clubs/Chapters...



Regional International Offices, Students and Alumni

Key: International offices abroad are the conveners

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

International Offices, Students and Alumni

Step 2: Make Introductions and Inform

International office hosts receptions for new and returning students late summer and over winter breaks. All alumni from all schools invited to reception. Invite local guidance counselors.

International Offices, Students and Alumni

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

Developing Networks At Home



Alumni and Student Programs

- Recruit regional alumni to speak on campus about multinational careers, leadership and career-building skills
- Work with Student Union and Alumni Relations to promote international celebrations
- Student Services and Alumni Relations sponsor a monthly “International Resident” web profile (current int. student “my experience today” vs. alumni “my experience 20 years ago”)

Alumni and International Students...

- Recruit regional alumni to host students over breaks
- Sponsor clothing drive for donations of winter coats, hats, etc.
- Regional alumni can volunteer to tutor international students in English and basic studies

Along the Way: Recognition

- Annual Recognition Program for Alumni Volunteers – involve Vice Chancellor and campus community
- Sponsor a reception to honor international students and Student Union representatives with whom your offices worked in previous year

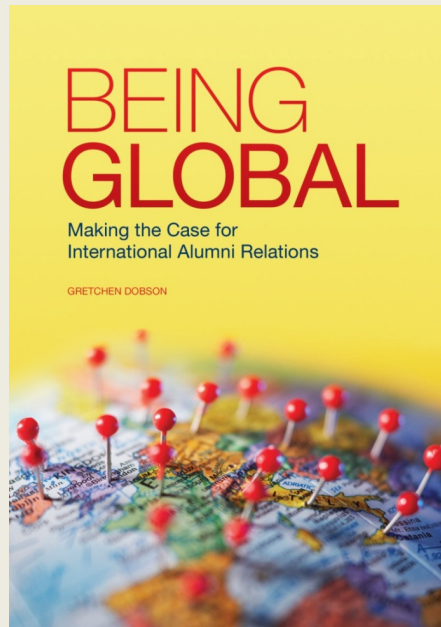
Getting to the Next Level

- **Reinvest in Relationships**
 - Development of an International Student - Alumni Advisory Board
 - Forming strategy to start regional scholarships for international students
 - International alumni may fund student internships in home region

Closing: Asking these Questions

- Do some programs/practices need to be retired to allow for new ideas?
- Does this strategy need additional project management, counsel, and leadership?
- Does the strategy support the University's overall plan for improving the international student experience?

Wishing you International Student Success!



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