

Are You Reinforcing Admissions and Brand with Alumni?





Read more at
[gmac.com/
AlumniPerspectives](http://gmac.com/AlumniPerspectives)

- **21,000** Global B-School Alumni
- Classes from **1959 to 2013**
- ***Value, Careers, Engagement***
- **NEW methodology** to partner w/ **132** schools in **29 countries**

***Participant Schools** can also access *Interactive* and *Benchmark* reports for custom views.



**Importance of
Alumni for
Applicants**



**Alumni as Brand
Ambassadors**



**Opportunities
for Engagement**

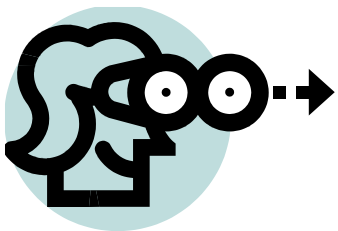


**Become inspired to use alumni
data to be more effective with
building your brand & recruiting.**

Why Prospective Students Want to Pursue a Graduate Management Degree?

Top 3 Motivations:

1. Increase job opportunities
2. Increase salary potential
3. Develop Business KSAs



Among **candidates seeking alumni** input:

- Opportunities for **networking**
- More challenging/interesting work
- Make bigger difference in my field of interest

Top 3 of the total 26 response options shown above for global graduate management education prospects; (66%-63% of general responses; 62%-43% for alumni info source).

Source: Forthcoming GMAC (2014) mba.com Prospective Student Survey, data collected Jan-Dec 2013.



1 in 3 Prospective Students consults with an alumni or student for their decision-making about going to business school....



Business School Alumni

Classes 1959-2013

96% proud of their program
94% would still pursue degree

Prospects Who Consult Alumni and What's Most Important To Them in **Selecting a School...**

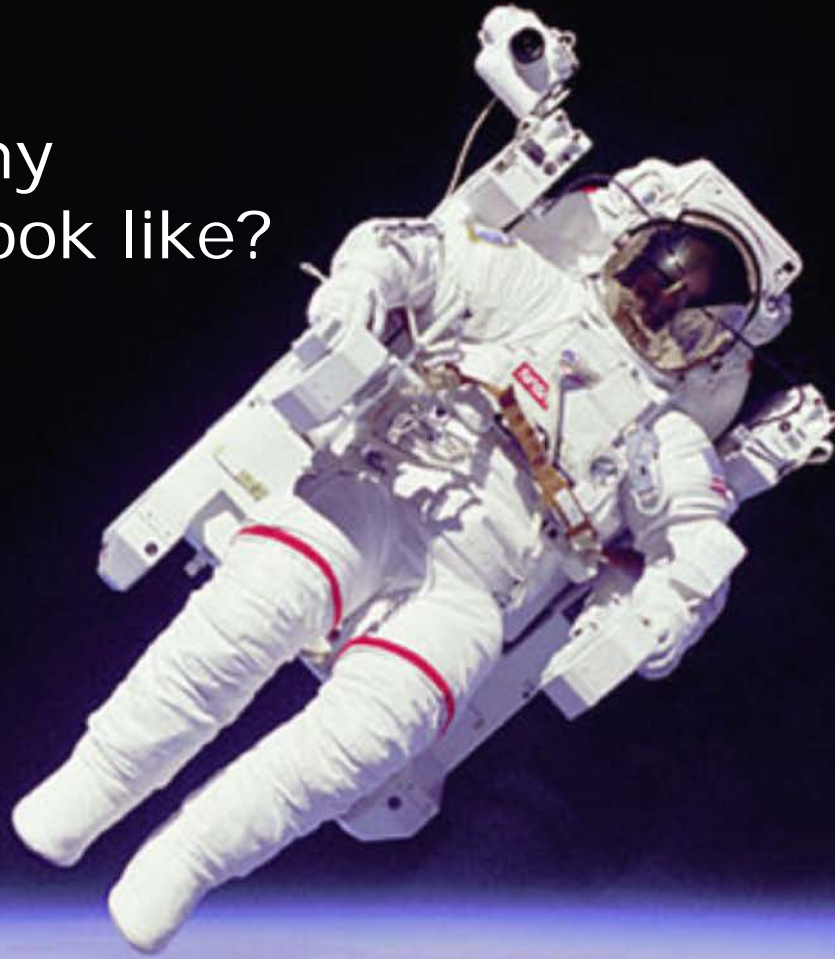
1. Quality of the faculty
2. Program accreditation
3. Job placement reputation
4. Reputation/Local respect
5. **Successful alumni**
6. Quality of students
7. Published ranking
8. Rigor of academic program
9. Selectivity of admissions
10. Percentage of class w/ job offers
11. Quality career services
12. Starting salary/compensation
13. **Access to alumni network**
14. **Alumni industry/job function**



Reputation (2012): Program standards, Talent level of peers, Mission of program, Networking w/ peers.

Prospect:

What could my
career path look like?



Alumni:
The view
from here
is amazing!

**2014
Alumni
Survey
Results**

**For a great career
journey & ROI...**



Perceiving the Value of the Experience...

Japan's first '4D' movie theater opens in Nagoya

The Asahi Shimbun

© May 28, 2013



Image: Taku Hosokawa.

Source: https://ajw.asahi.com/article/cool_japan/movies/AJ201305280040

“But gone are the days of one-dimensional student testimonials in brochures and websites.

Prospective students want to hear first-hand – and unfiltered –

accounts about life and study at your school, college or university.”

Expand Communication on MBA Value

Rewards from graduate management education:

94%



PERSONAL

90%



PROFESSIONAL

77%



FINANCIAL

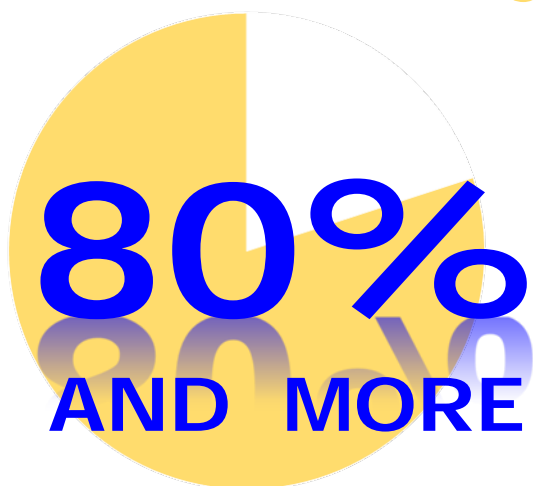


PLUS, Alumni Sharing Directly
With Candidates...

- ✓ 95% would **Recommend** program
- ✓ 40% have **Mentored** students
- ✓ 32% have **Recruited** a grad for a job

Value and Your School Brand

4 in 5 b-school alumni **strongly agree** with gains, such as:



- “
- I make an impact at my company.
 - Am engaged with my work.
 - Have challenging & interesting work.
 - My work is meaningful.
 - Work for a company that values my skills and abilities.
- ”

- ✓ Alumni say b-School is influential in their **Career Progression**
- ✓ Avg. of **3 Promotions** since graduation
- ✓ Degree is **Essential for Obtaining Employment**

Alumni in Action

UNIVERSITY of St. THOMAS | Opus College of Business

Degrees & Programs | Executive Education | Faculty & Research | Events & News | Schulze School of Entrepreneurship | About the College

Health Care UST MBA

» ABOUT | ACADEMICS
TUITION | ADMISSION
VISIT US | CONTACT US

Home : Health Care UST MBA : About : Meet Our Alumni

Meet Our Alumni

Health Care UST MBA students and alumni not only form a supportive network during the program, they also establish a lifelong network of professional contacts comprising decision makers shaping the business of health care from all sectors of the industry.

Health Care UST MBA Alumni

COHORT MODEL
DISTANCE LEARNING
» **MEET OUR ALUMNI**
FAQS

Request information
Visit our campus
Start your application

MEET OUR STUDENTS

Keith Jackson, J.D., '08 M.B.A.
"I found the education that I received while enrolled in the Health Care UST MBA program to be invaluable. I am amazed at how the concepts I learned in a number of the different courses have shaped my thinking about how effective organizations should operate. I truly feel that this education has equipped me to be a better and more ethical leader."
Attorney
DeCare Dental

Added bonus, feature students who may end up to the left one day.

Feature your alumni and their professional story.

Added bonus, feature students who may end up to the left one day.

Alumni in Action

Student Profiles

Alumni Profiles

Side-by-Side Comparison

FULL-TIME MBA
Gain deep expertise for immediate impact.



"The Wisconsin MBA was exactly what I needed to successfully shift my career from the world of nonprofit event planning to the field of human resources. This program has taught me to think more strategically and allowed me to connect with a network of alumni that have been instrumental in my career-related decisions."

Crystal King
Strategic Human Resource Management, 2013
[Biography](#)

Full-Time MBA »

EVENING MBA (EV MBA)
Become a cross-functional leader.



"My experience at the Wisconsin School of Business has given me the tools I needed to work cross functionally and efficiently in a fast-paced, growing startup."

Erika O'Donohoe
Evening MBA, 2009
Asthmapolis
[Biography](#)

Evening MBA »

EXECUTIVE MBA (EMBA)
Transform your organization.



"The Executive MBA experience combines a world class academic foundation with practical skill that can be immediately applied to the workplace, as well as an environment



Biography
Erika O'Donohoe
Asthmapolis

Erika O'Donohoe is a "jack of all trades" at Asthmapolis, an asthma management startup located in downtown Madison, Wisconsin. Her primary responsibilities include, but aren't limited to, program management, human resources, accounting, and sales. Erika received both her Bachelor of Arts degree in international relations and her Masters of Business Administration degree from the University of Wisconsin-Madison. For the past three years, she has also happily served on the Wisconsin School of Business alumni board and loves having any opportunity to talk about her experience at the school and how current students and alumni can be more involved. Her free time is spent with her family, planning where their next adventure is going to take them and contributing to the mamasgonemadison.com blog that she and her friends started a year ago.

Executive MBA »

Job Satisfaction & Key Skills

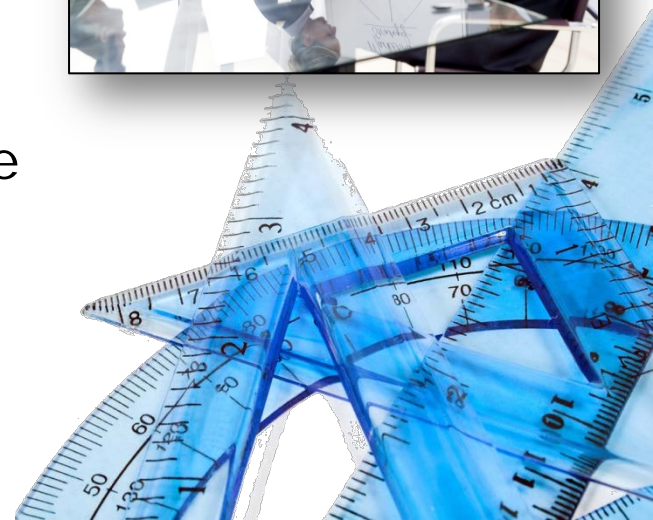
Greater **Job Satisfaction** correlated with Knowledge, Skills, and Abilities (**KSAs**) used on the job by alumni:

1. Learning, motivation & leadership
2. Managing strategy & innovation
3. Managing decision-making process
4. Strategic & systems skills
5. Generative thinking

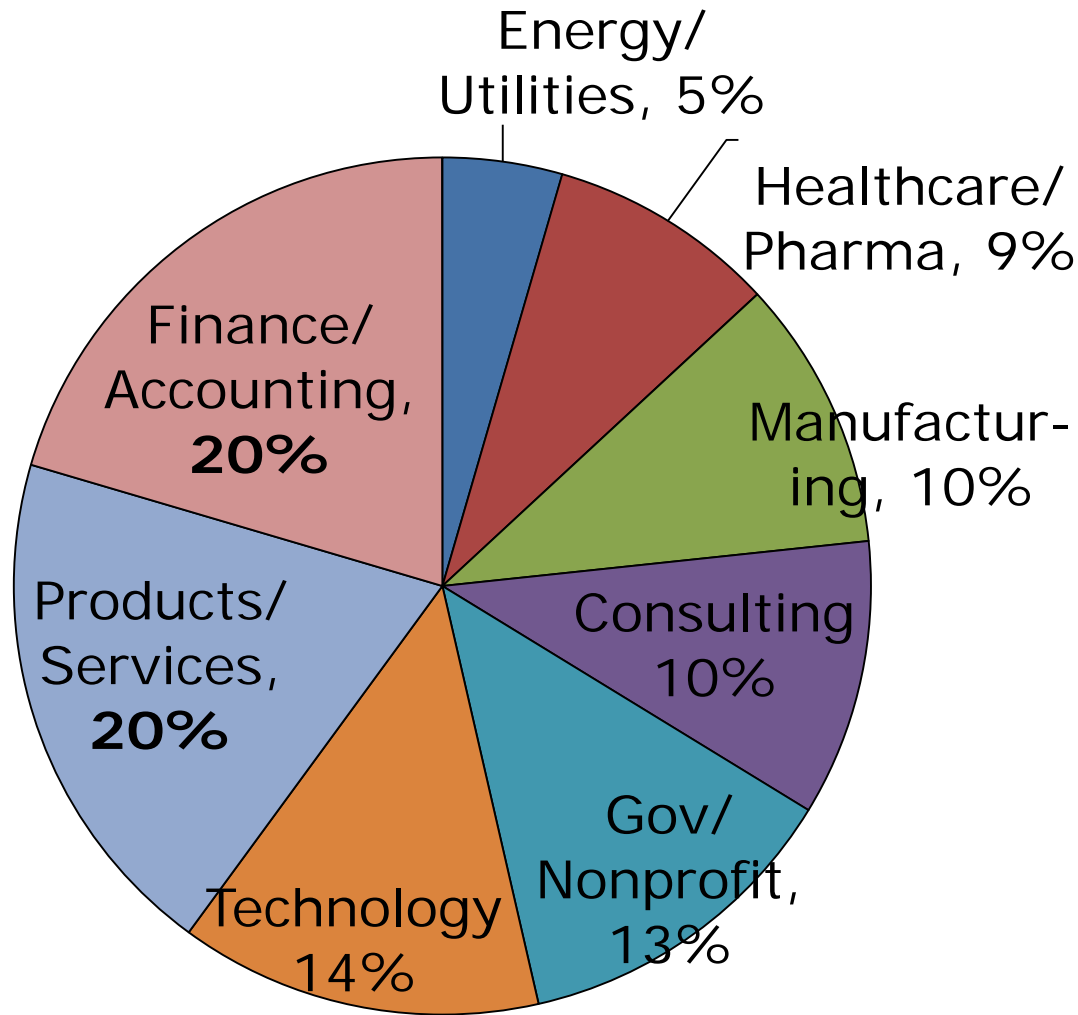


Learn about Reflect™ as a resource
at gmac.com/reflect

Source: GMAC 2014 Alumni Perspectives Survey, classes 1959 to 2013.



Industry Insights & Connections

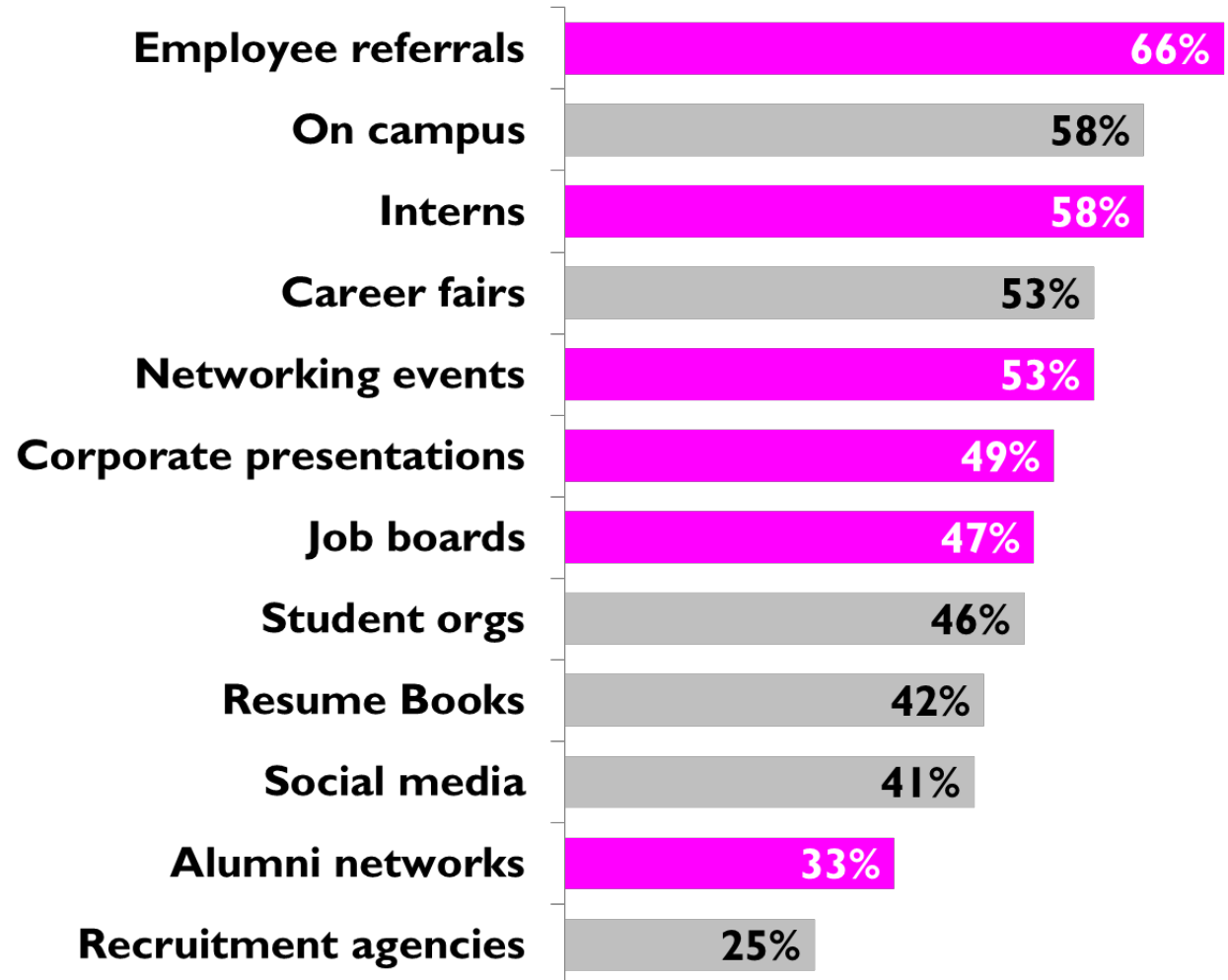


11%
OF ALUMNI ARE
ENTREPRENEURS

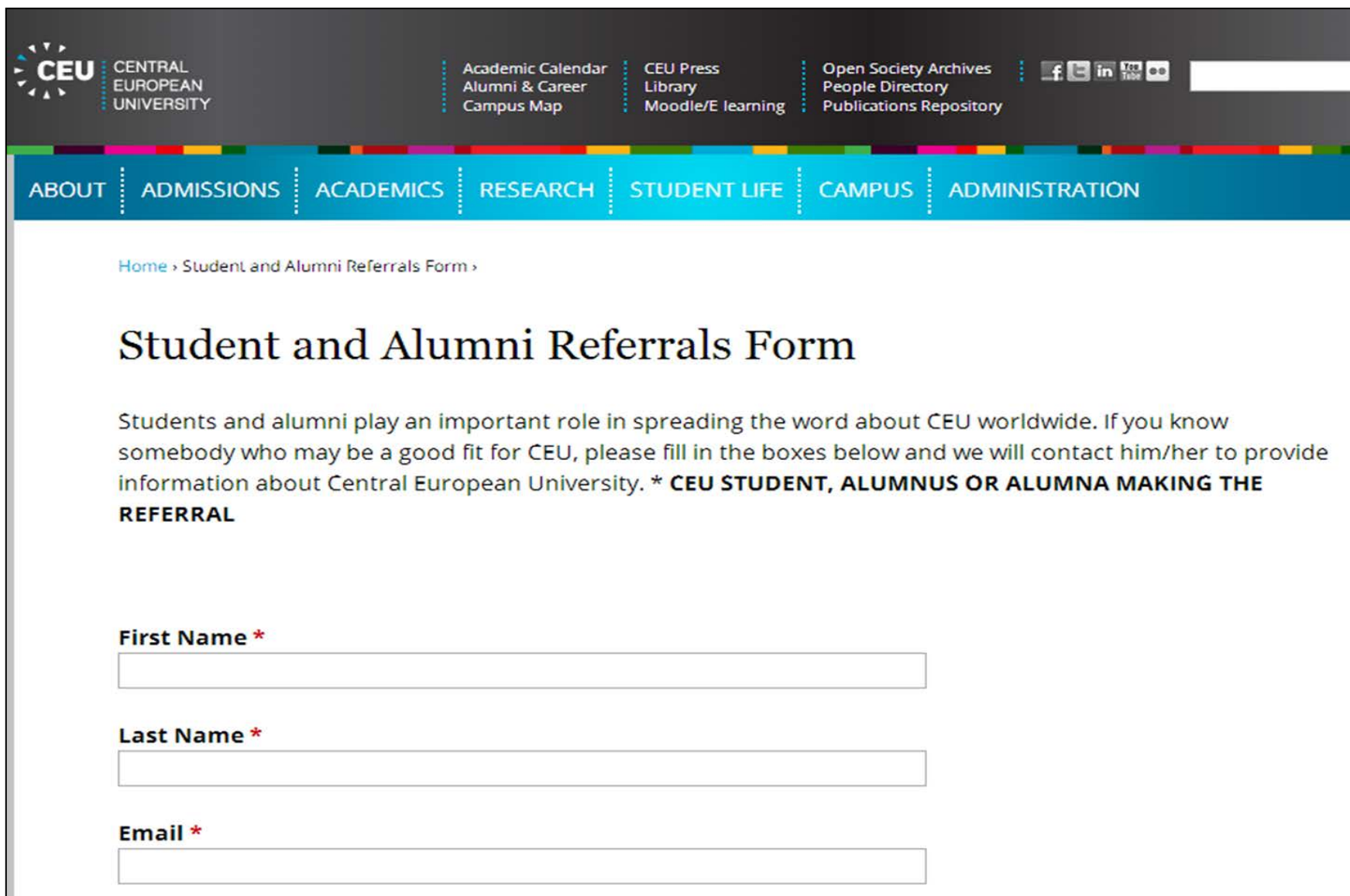
Source: GMAC 2014 Alumni Perspectives Survey, classes 1959 to 2013.

Alumni are Key to Employer Relations

Employer Strategies for Recruiting New Hires (% global companies)



Alumni in Action



The image shows a screenshot of the CEU website's "Student and Alumni Referrals Form" page. The page has a dark grey header with the CEU logo and navigation links. Below the header is a blue navigation bar with links to various sections. The main content area is white and contains the form title, a descriptive paragraph, and three input fields for name and email.

CEU CENTRAL EUROPEAN UNIVERSITY

Academic Calendar
Alumni & Career
Campus Map

CEU Press
Library
Moodle/E learning

Open Society Archives
People Directory
Publications Repository

f t in YouTube

ABOUT | ADMISSIONS | ACADEMICS | RESEARCH | STUDENT LIFE | CAMPUS | ADMINISTRATION

[Home](#) > [Student and Alumni Referrals Form](#) >

Student and Alumni Referrals Form

Students and alumni play an important role in spreading the word about CEU worldwide. If you know somebody who may be a good fit for CEU, please fill in the boxes below and we will contact him/her to provide information about Central European University. * **CEU STUDENT, ALUMNUS OR ALUMNA MAKING THE REFERRAL**

First Name *

Last Name *

Email *

Alumni in Action



Visit us on campus
or join an event closer
to home.

- > Welcome
- > Campuses
- > The INSEAD MBA
- > Admissions
- > Financing
- > Faculty & Research
- > Student Life
- > Career Development
- > Alumni Network
- > FAQs
- > Videos

Meet Us

Nothing beats a visit to our campuses to soak in the INSEAD culture. You can attend one of our in-house events, held several times a year, or a more informal MBA information session taking place every Friday at 2pm.

But if you cannot come to us, we will come to you! Throughout the year, we host and attend MBA events worldwide. Check the list of global events to see when we will be in a city near you, or just log in to one of our virtual information sessions, held once a month in different time zones to suit all locations.

Campus Visits and On-Campus Events Off-Campus Events Online Events

Throughout the year, we host and attend MBA events worldwide. Join us at one of these events to learn more about the INSEAD MBA Programme and admissions process, and to meet INSEAD alumni.

We regularly update the list of events so we encourage you to check this page often for an event near you.

North & South America Europe
Middle East & Africa Asia (Central & Pacific)

Events [RSS](#)

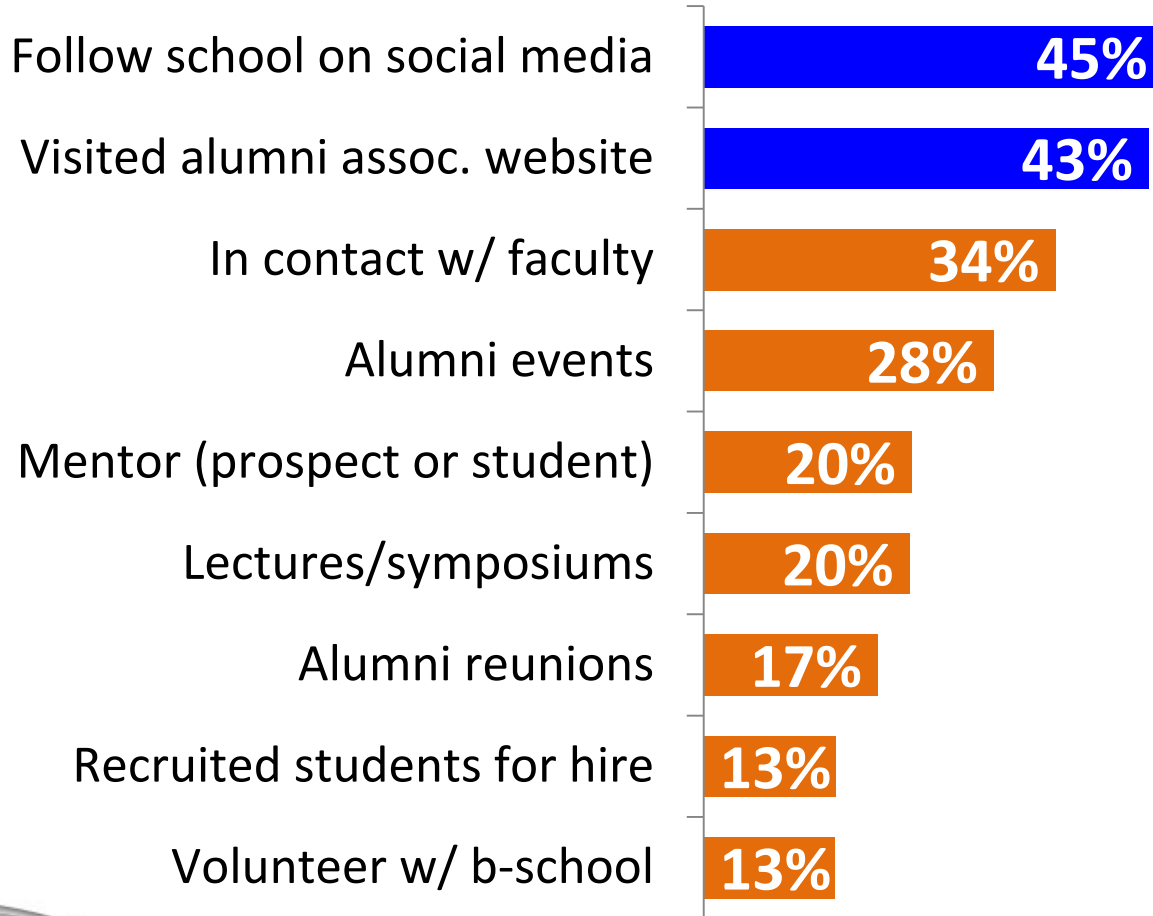
- 11|03|14 Melbourne
- 12|03|14 Sydney
- 14|03|14 Brisbane
- 18|03|14 Geneva
- 18|03|14 Abu Dhabi

- Attend an Event
- NEW Brochure
- Employment Statistics
- Apply Now
- Join Mailing List
- Visit Campus
- Contact Us

INSEAD offers opportunities to interview with Alumni

Alumni for Time, Talent, Treasure

**Activities reported by alumni in the past year alone.*

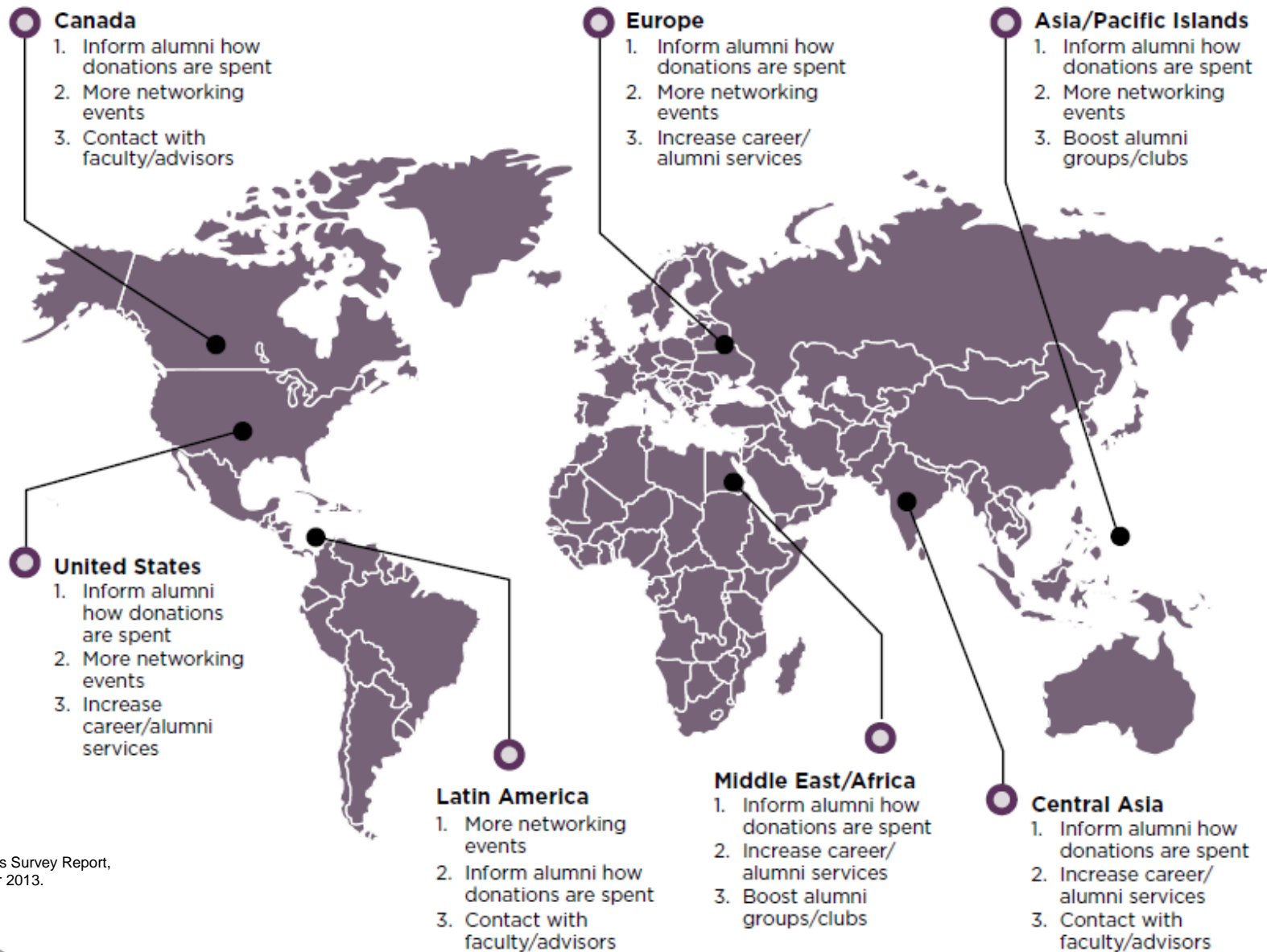


47%
OF ALUMNI
DONATED*



Activities is just within past year; Donation is any point since graduation for classes of 1959-2013.
Source: 2014 Alumni Perspectives Survey Report, data collected October-November 2013.

Encouraging Alumni Giving: What Business School Can Do...



Source: 2014 Alumni Perspectives Survey Report, data collected October-November 2013.

Social Media Engagement Tactics

19%

OF CANDIDATES USE **SOCIAL MEDIA**
TO GET INFO FOR B-SCHOOL DECISION

Source: GMAC 2014 mba.com Prospective Students Survey

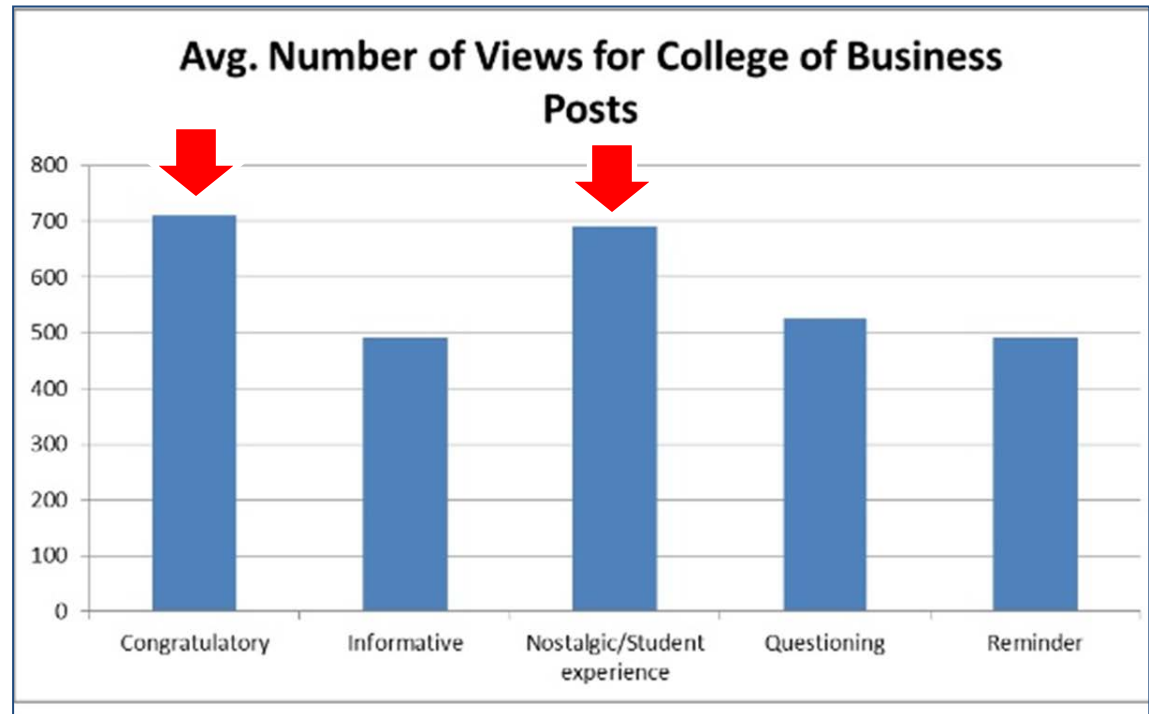


“To your institution, the utility of one particular subgroup may be very small. But a large number of **small groups** can **unlock the value** in your community's online network.”

- Andy Shaindlin, Alumni Futures Blog

Social Media Planning: Content & Tone

- Promote events, faculty research, media coverage
- Report milestones
- News/updates
- Share photos/video
- Competitions
- Topic discussions
- Celebrate alum success
- Interviews w/ alumni
- Calls to action/ involvement
- Communicate benefits



Finding Actionable
Information in your Social
Media Data

Tim Ponisciak
University of Notre Dame
Mendoza College of Business

<http://www.slideshare.net/>

LinkedIn: Featuring Notable Alumni

The screenshot shows the LinkedIn University page admin interface. At the top, the University of Michigan logo and name are visible, along with 'Edit' and 'Save' buttons. A modal window titled 'Change / view notable alumni' is open, featuring a search bar 'Add notable alumni: Type a name or paste a profile link' and an 'Add' button. Below the search bar, a list of notable alumni is displayed, including Joan Aragon (CFO, Acme), Linda Bayer (VP Engineering, ABC Tech), Jack Donaldson (Author, Public Speaker), Rick Sandlewood (Entrepreneur, CEO), and Mark Tindlesmith (Research Fellow, XYZ University). A 'Close' button is at the bottom of the modal. On the right side of the page, the 'University page admins' section shows John Congdon (You) as Alumni Director. Below this, the 'Notable alumni (32)' section is circled in orange, with a blue callout box containing the text 'Add to or edit the pre-populated list of Notable Alumni.' pointing to the 'Add' button in the modal. The 'Notable alumni' section also includes a 'Change / view' link. Below this is the 'Featured group' section, which lists the 'Alumni Association of the University of Michigan' with ID 68902 and a 'Change' link. The 'See also...' section lists the 'University of Michigan (Company Page)'.

Source: LinkedIn,
<http://university.linkedin.com/higher-ed-professionals.html>
University Pages Tutorial, Slide 21

LinkedIn: Status Updates (& Target Audiences)

The screenshot shows the LinkedIn interface for the University of Michigan page. At the top, there is a search bar and navigation links. The main content area features a status update from the University of Michigan, which includes a text post about the start of classes and a photo of a hand holding a smartphone. Below the post, there is a 'Share with:' dropdown menu set to 'LinkedIn' and a 'Share' button. A red circle highlights the 'Share with:' dropdown and the 'Share' button. To the right of the post, there is a 'Last Admin Update' section with a post by John Shine. Below the main content, there is a 'Who you know' section showing 3 first-degree connections and 22 second-degree connections. The bottom of the page features a large image of the University of Michigan campus.

Search for colleges, people and more... Advanced

Home Profile Contacts Career Interests Premium Solutions



[How To: Agile Testing - Free Whitepaper: 10 Tips for Launching & Testing in an Agile Environment.](#)

University of Michigan 90,272 followers Following
Greater Detroit Area


Home Students & Alumni LinkedIn for education ▶

Welcome, Katy! You're posting as the University of Michigan. [Edit this page](#)

The first day of classes is approaching. Soon, new students will flood to Angell Hall, a campus landmark that hasn't changed much since its construction in 1924!

Share with: **LinkedIn** [Share](#)

 Create a custom target ▶

Last Admin Update
Incoming students: Looking for ideas to decorate your dorm room, and survive your first year at UMich? Check our University of Michigan decor...
John Shine, 4 min ago
0 0 90,272

Who you know
3 first-degree connections
22 second-degree connections

facebook

Email or Phone

Password

Log In

Keep me logged in

[Forgot your password?](#)



Global

Global Ivey Day is on Facebook.

To connect with Global Ivey Day, sign up for Facebook today.

Sign Up

Log In



CALGARY



BERLIN



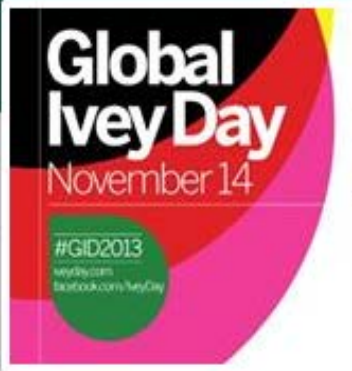
HONG KONG



TORONTO



NAIROBI



November 14, 2013

Locate your event at: www.iveyday.com



For what matters.



Global Ivey Day

1,389 likes

Organization

Global Ivey Day 2013 is on November 14

#GID2013



1,389



Announcing the Emerging Leader
In 2010 the Ivey Alumni Association established

1 ▾

Twitter Engagement With Alumni



Chicago Booth @BoothEveWknd

 Follow

#DidYouKnow #ChicagoBooth has over 60 alumni clubs worldwide?

01:02 PM - 22 Mar 14



Chicago Booth @ChicagoBooth

 Follow

The photo challenge has begun. Post a picture of any Booth alumni magazine today and upload it using #BoothNight.

ow.ly/i/4YAoU

04:01 PM - 22 Mar 14



Rich Lyons @richlyons

UC Berkeley alums: Let Haas be your hook for coming back to campus. Attend a how-to talk on start-ups, on serving on non-profit Boards, ...

08:42 PM - 25 Mar 14



News & Events

Share the reasons why you're #SHULoyal and you could win a Kindle!

Thursday, January 31, 2013

by: Dan Nugent



On February 28, 2013 Seton Hall will join with colleges and universities around the country and abroad to celebrate Student Engagement and Philanthropy Day. The day is a celebration of volunteers, donors and friends who share their time, talents and treasures with the University.

Alumni & Friends: Help show current students why loyalty and involvement are important after graduation and you could win a Kindle Fire HD tablet!

How you can help:

Choose a way to show your loyalty to Seton Hall from the list below and choose a way to share it with Seton Hall students.

Create:

1. Take a photo of yourself showing your Pirate pride, or holding a sign with a message of support for Seton Hall.
2. Share the reason why you have chosen to have a life-long relationship with Seton Hall.
3. Post a note to tell students why you're #SHULoyal and why they should be too.



Tweets [Follow](#)



The Ripple Effect: Reflections on a Trip to Haiti - Aiming to raise the awareness of the Seton Hall commu...
ow.ly/2EYx46
[Expand](#)



15 days to go!
Consider

[Tweet to @SetonHall](#)

[Subscribe to RSS](#)

[All News and Events](#)

[Submit News](#)

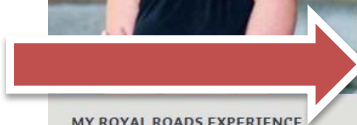
Alumni in Action

Interested in hearing an honest and unfiltered opinion of Royal Roads University?

Browse through these alumni to learn about their unique experiences, and connect directly with them through LinkedIn or email. Go ahead, they're expecting you.



LinkedIn



Tammara Kennelly

President at FriesenPress

Victoria, British Columbia, Canada

Education [MBA Executive Management, Leadership Specialization](#)

CONNECT

MY ROYAL ROADS EXPERIENCE

I took my MBA to earn a credential that would launch me through the next phase of my career. After 12 years in banking as a manager I wanted to accelerate my career. After my MBA was complete I was recruited by Western Union, where I worked for four years. Thereafter I have gone on to become President at a self publishing company. I am proof that you can have it all. I am a mom, a wife and a President. My MBA gave me the skills to be successful!

Alumni are #1 Resource for...

- Recruiting
- Messaging
- Mentoring
- Financial Support
- Giving of talent, time, and treasure



Your Action Items?

Build list of alumni “small communities” to support the brand

- Industry/functional area
- Success stories of gender, world region, and by program type

Create buckets of opportunities for alumni

- Featured on website and willing to email candidates
- Attend a recruiting event or host an event in their geographical area
- Conduct admission interviews
- On-campus opportunities, new admit weeks, prospective weekends

Develop guidelines and training

- Review current program, highlight the new, create a easy reference
- Provide admission interview training, do's and don'ts for your program
- Stay in contact with alumni to help guide the brand

Peer Forum

GMAC School Professionals 

Join the discussion group!



Q: How do admissions & alumni offices work effectively together?

Q: What tools need to be placed into the hands of Alumni to engage them best at making referrals?

- Send a congrats notes to alumni when they have a new job or promotion in LinkedIn.
- Crowd source nostalgia and shared community knowledge, memories, and photos. Ask in advance for weekly Throwback Thursday #tbt contributions.
- “Post a link to a social media project you're proud of, or another school's that you admire. Would be great reference for all” [staff working with alumni]



Daniel Nugent
@DanielPNugent

Source: Tweet #casemc, 21 Mar 2014