

# Locating & Engaging with Alumni for Schools, Colleges & Universities

Thursday 22 April 2021 at 12:00pm

**Peter Buckingham, Spectrum Analysis**

**Sue Ellson, LinkedIn Specialist**

**Alastair Lee, AlumGrow Consultancy**



# Speakers



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**Alastair Lee**

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# Upcoming Events



## **EducatePlus Conference**

Peter Buckingham and Alastair Lee

<https://www.epadelaide2021.edu.au>

Adelaide, South Australia

6-9 September 2021



## **AHISA Conference**

Spectrum Analysis

<https://www.ahisa.edu.au/AHISA/Events/AHISA/Events/Events.aspx?hkey=02c81bb8-6769-498f-a151-5d4761c64217>

Gold Coast, Queensland

28 September – 1 October 2021

# Chat Manager



## **Dorianne Lyons**

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## **Please ask questions in the chat**

Link to video recording of this webinar will be emailed to you

## **Google Reviews welcome at**

<https://g.page/spectrum-analysis-aus/review>



# More Information



**Schools, Colleges and Universities Videos**

**Student and Alumni Demographic Mapping and Analysis**

**Enrolment Marketing**

**Strategic Decision Making**

**Socioeconomic Status (SES)**

**GeoMapping Plus via Somerset Education Portal**

**Strategy News for Schools Monthly Email Newsletter**

**University Services**

**<https://www.spectrumanalysis.com.au/school-enrolment-analysis-membership-analysis.html>**



# Peter Buckingham



**Peter Buckingham BSc GradDip MktMdl CFE FIMC CMC**

Co-Founder and Managing Director of Spectrum Analysis Australia Pty Ltd, a boutique provider of quantitative geodemographic modelling, facts, data and analysis services based in Surrey Hills, Melbourne, Victoria Australia.

Bachelor of Science, Graduate Diploma in Market Modelling  
Certified Franchise Executive (CFE) of the Franchise Council of Australia  
Certified Management Consultant (CMC) and Fellow (FIMC) Institute of Management Consultants.

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# Sue Ellson



**Sue Ellson BBus MIML, MAHRI, MPC, CDAA, ASA, WV, SPN, AH**

Founder of Newcomers Network, Camberwell Network and 120 Ways Publishing. Independent LinkedIn Specialist, Trainer, Author, Career Development Practitioner, Gigster, Writer and Poet providing local and international training, consulting and social media marketing services based in Canterbury, Melbourne, Victoria, Australia.

Bachelor of Business in Administrative Management, attends between one and four knowledge based events every week, Professional Member of Institute of Managers and Leaders, Australian Human Resources Institute, Melbourne Press Club, Career Development Association of Australia, Australian Society of Authors, Writers Victoria, Small Press Network and ArtsHub.

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# LinkedIn for Alumni

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Sue Ellson – Independent LinkedIn Specialist

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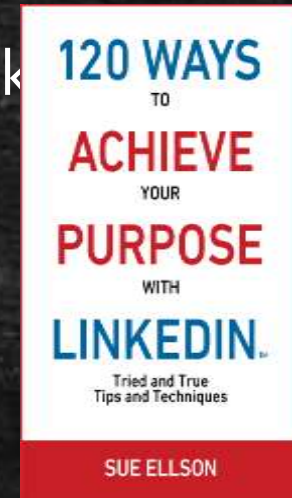
<https://www.linkedin.com/in/sueellson>



# About Sue Ellson

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- Westpac in Adelaide 1982 – 1994, Gigster ever since, Learning Junk
- Social Entrepreneur since 2001, long history of voluntary work
- Member of various Professional Associations
- Joined LinkedIn 21 December 2003 Member Number 77,832
- Started LinkedIn Consulting 8 December 2008
- Top 10 LinkedIn Expert Asia Pacific 2018, 2019 Social Media Marketing Institute (SMMI)
- Author '120 Ways To Achieve Your Purpose With LinkedIn' and 'LinkedIn for me and my career or business'
- Alumni of University of South Australia and Henley High School
- Provided LinkedIn Training and Consulting to multiple Schools and Universities across Australia





# Please type in the chat


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Number **1** – if you don't like selling (and like pull marketing)

Number **2** – if you like selling (and are okay with push marketing)

Schools, Colleges and University Content by Sue Ellson aggregated at  
<https://sueellson.com/blog/linkedin-for-schools-colleges-and-universities>



A close-up photograph of a hand holding a silver and black spray nozzle. The nozzle is angled upwards and to the right, emitting a wide, powerful spray of water. The water droplets are captured in mid-air, creating a dense, misty cloud. The background is blurred, showing green foliage and a white structure, suggesting an outdoor setting. The lighting is bright, highlighting the texture of the water spray.

Later on - what has been  
most helpful to you today?



# 1. Abide by the LinkedIn User Agreement

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- <https://www.linkedin.com/legal/user-agreement>
- Section 8 – Read the Do's and Don'ts
- DO NOT – connect and pitch
- DO NOT – automate or aggravate
- DO NOT – spam or date
- DO NOT – @mention inappropriately
- DO NOT – group message, humble brag, post sales messages in the newsfeed

Learn more

<https://www.linkedin.com/pulse/how-generate-leads-sales-results-linkedin-sue-ellson>



## 2. Update your own LinkedIn Profile

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- Keywords in Headline (underneath name), own URL, contact details
- Photo – shows your energy (don't worry about wrinkles)
- Sections – complete as many as possible in detail (with achievements)
- Backup – Save to PDF and Get a Copy of your data
- Your Profile and the Principal, Head or Vice Chancellor
- Convert a Company Profile to a School Profile at <https://www.linkedin.com/help/linkedin/ask/up-anup>

Learn more

<https://www.linkedin.com/pulse/linkedin-profile-updates-cheat-sheet-sue-ellson>

<https://www.linkedin.com/pulse/how-write-search-engine-optimised-article-linkedin-sue-ellson>



### 3. Build your Tribe

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- May choose to create a 'Sam Schoolname' Personal Profile  
<https://www.linkedin.com/in/ormistoncollegian>
- May choose to create an 'Alumni Group'  
<https://www.linkedin.com/groups/13649867>
- Schools, colleges and universities should aim to have 80% of their students and staff from the last three years accessible via LinkedIn (chosen School as either Education or Employer from the drop down box)
- Find alumni through Search and Research - Do More Searches at  
[https://www.google.com.au/advanced\\_search](https://www.google.com.au/advanced_search)
- Connect to individuals, particularly networkers and ask for others
- Use other social media and alumni service channels

Learn more

<https://www.linkedin.com/pulse/how-find-school-college-university-students-staff-alumni-sue-ellson>



## 4. Engage with your tribe

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- Be a Personal Encourager – people respond to RECOGNITION, ask to be a Speaker
- Consider adding TOPICS to Posts on the School Page <https://www.linkedin.com/school/knox-grammar-school> and natively upload videos with transcripts (load to YouTube first)
- AWARDS – for external recognition
- SCHOOL NEWS – general news about the school
- STAFF – general news about the staff
- STUDENTS – general news about the students
- ALUMNI – general news about alumni
- COMMUNITY – general news about the school or university within the local community

Learn More

<https://www.linkedin.com/pulse/content-engagement-curation-creation-strategies-busy-people-ellson>

<https://www.linkedin.com/pulse/20-ways-encourage-linkedin-post-go-viral-sue-ellson>

<https://www.linkedin.com/pulse/linkedin-page-strategies-schools-colleges-sue-ellson>



## 5. Review and revise

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- Analyse what works best for you – do you want to 'pull' or 'push' sell
- Think conversions not vanity
- Get everyone involved
- Support your advocates, ambassadors, partners and VIPs
- Consider your brand and your reputation

Learn more

<https://www.linkedin.com/pulse/20-ways-your-employees-can-support-business-linkedin-why-sue-ellson>

<https://sueellson.com/blog/linkedin-for-schools-colleges-and-universities>



Say thanks...

<https://g.page/sue-ellson-author/review>

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<https://sueellson.com/blog/linkedin-for-schools-colleges-and-universities>

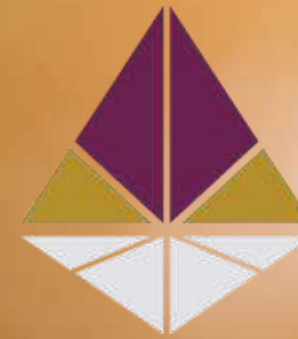
**Please type in the chat what has been most helpful to you today**

# Any questions?

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AlumGrow Consultancy



**LOCATING & ENGAGING WITH  
ALUMNI FOR SCHOOLS,  
COLLEGES & UNIVERSITIES  
ONLINE**

**Webinar Presentation - 22 April 2021 @12pm AEST**



# Alastair Lee



## **Alastair Lee BCom LLB Barrister and Solicitor**

Founder and Director of AlumGrow Consultancy, senior leader and practitioner in the education advancement and marketing industries, with a global profile and sustained track record of multi award-winning work that has set industry standards, Alastair specialises in integrated stakeholder engagement, donor and alumni relations, marketing, brand positioning, communications, PR and events management.

Bachelor of Commerce and Laws, Barrister and Solicitor, Diploma of Viticulture (currently completing), Founding Member of Australian Universities Alumni Professionals Group and Member of the Council for the Advancement and Support of Education, Golden Key International Honour Society and EducatePlus.

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# Setting the scene : Key industry metrics in alumni relations





# Key alumni industry metrics

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- Average of 57% of alumni are contactable in Aust/NZ compared to 76% globally
- Ave. 0.6% of contactable alumni donate in Aust/NZ vs 5.0% globally
- 0.3% of alumni volunteer in Aust/NZ vs 4.0% globally
- **27% of alumni programs have no dedicated alumni strategy**
- **84% of alumni donors first volunteer time, and those who do volunteer give 56% more than donors who don't**
- **Only 31% of institutions globally use ROI as a tool to measure alumni program success**
- **91% of institutions self-report they "do a poor job," or "need to do more" to attract and engage young alumni**
- Alumni annual giving has increased by approx. 4% globally over the last 2 years

*\* Statistics sources: Council for the Advancement and Support of Education (CASE) and VAESE*



# The importance of the strategic 'why' with your alumni program





# What are the key benefits?

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There are **five key benefits** that flow from great alumni program

- **Benefit #1** – Fosters brand advocates (marketeers)
- **Benefit #2** – Volunteering and student experience opportunities
- **Benefit #3** – Build influence within industry and government
- **Benefit #4** – Achieve key advancement goals e.g. facilities, scholarships, research programs
- **Benefit #5** – Helps to insulate your school or university against future economic pressures



- Your strategic 'whys' are pivotal to establish at the outset - everything else flows from these!
- Your 'why' should develop and mature over time AND be reviewed regularly.





AlumGrow Consultancy

# My 15 'light bulb' moments from working in alumni relations



# My 15 'light bulb' moments

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## 1. Find your program balance!

The very best alumni programs strike the right strategic balance when meeting the needs of key stakeholders

**Give back first before seeking to benefit from your alumni**



## My 15 'light bulb' moments

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2. Research and plan your *HOW* thoroughly.
3. KISS method – **K**ee**P** **I**t **S**imply **S**ustainable - ensuring your basics are sound
4. It all comes down to *meaningful and authentic* touchpoints and ongoing fostering of relationships to achieve lifelong alumni affinity.
5. Patience is a virtue and consistency is key. Alumni is a long-term game!
6. You must have a quality CRM system as part of your program foundations
7. An annual magazine and 10-year reunion program is not enough to foster lifelong affinity and support from alumni.

## My 15 'light bulb' moments

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8. Consistent resourcing and support from leadership is vital for sustained success.
9. Demonstrate impact to attract support (inc. your Board).
10. You need multiple communication channels (*that includes hardcopy!*)
11. Alumni programs need to value-add to the lives of their alumni.
12. Face-to-face events are still important – but require a central focus.
13. Big trend: Membership-based organisations need to offer immersive experiences
14. Having engaging alumni volunteer programs is a must – refer donor stats.
15. Neglect international-based alumni at your own peril.





6 sustainable  
alumni  
engagement  
tactics to  
consider...



## 6 sustainable alumni engagement tactics

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1. Alumni webinar programs
2. Social media:
  - ☐ Stand alone channels
  - ☐ Ambassador programs
  - ☐ Have fun with it e.g. Throwback Thursdays, Fun Fact Fridays, Competitions
3. Alumni Recognition and Awards (brand building, engagement and marketing)
4. Alumni of Significance Register (not only for fundraisers!)
5. Immersive volunteer programs e.g. Mentoring programs
6. Micro-internships – helping alumni *and* developing student work skills





# My 10 + 1 Rule Playbook for Effective Alumni Engagement

# My 10 + 1 Rule Playbook

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1. Do your research and have a written alumni engagement plan with clear and realistic objectives where ROI is measured.
2. Engage your alumni *authentically, consistently and transparently* in the life of your school or university.
3. Thoughtfully engage alumni using a strategic combination of hardcopy, online and face-to-face methods.
4. Approach alumni relations as a 50/50 relationship. **Strike the BALANCE!**
5. Seek to fundraise unapologetically from alumni (... just never at first instance).



## My 10 + 1 Rule Playbook

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6. Incorporate alumni (and donor) stories within your marketing – demonstrating impact whenever possible.
7. You can never thank your alumni volunteers and supporters enough.
8. Your CRM is *the* true rock star of your alumni engagement program.
9. Don't get despondent over a lack of resources. Get better!
10. View advancement as the true profession it is and be an active participant.
- 11. My + 1 rule: Don't forget the above ten rules and above all have fun!**



**AlumGrow Consultancy**

## Contact AlumGrow

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W. **[alumgrow.com.au](http://alumgrow.com.au)**

S. LinkedIn, Facebook, Instagram, Twitter,  
YouTube

B. [alumgrow.com.au/insights](http://alumgrow.com.au/insights)

We create transformative engagement solutions for education providers that increase community support and achieve strategic goals faster!



# Questions

**Please put in chat  
or unmute your microphone  
or email**

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# Speakers



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Gold Coast, Queensland

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# Thank you

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<https://www.youtube.com/channel/UCMer7ZAqj2cf8fL15eiCkXQ>

## **YouTube Recording Link**

<https://www.youtube.com/watch?v=fLrP7mwhE1Q>

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