

Workshop 4

alumni - wonderful outreach advocates or out of touch and stuck in their ways? Clare Monaghan, deputy director of alumni relations, university of oxford

Alumni can really affect your institutions reputation, good or bad

How does outreach and admissions work at oxford? There is no 'university of oxford'

Central team, colleges and departments triangle

Applicants apply to central but the colleges decide whether to admit an applicant

How can alumni help?

Your alumni is your only permanent member of your institution. Staff and students come and go but your alumni are your alumni until they die!

And your alumni grows every year so you always have a bigger network to contact.

At oxford

Around 50 outreach staff

14,000 staff

24,000 students

350,000 alumni - a huge network that really do want to help but usually don't know how to

The alumni can be seen as a friend for applicants. Someone they can talk to, someone who understands them, someone who looks like them

You cannot do everything all of the time

Get to know your alumni team. What are their priorities? How can you align your goals? Get to a point where they are thinking of you when they want content, and you are thinking of them when you want to work with an alumnus

Good examples of universities working with their alumni

University of reading - 'alumni social media ambassador' job role

Cornell - Alumni admissions ambassador network (issue with usa examples are that there aren't the GDPR regulations in place. Common for a university to give a list of names/phone numbers/email addresses of new enrollers to alumni to contact, not possible under GDPR)

Trinity college Dublin - 'inspiring generations' project

Important to know that if an alumnus requests to take part in outreach work, you do not have to say yes to them if you think that their experience of studying at your institution is outdated and could do more harm than good. Be confident to make that call yourself or within your team. Protect your university brand

Most alumni don't want recognition, they want to help. A thank you and good prep information before an event/task that they're going to be involved with is usually all that is needed.