YOUR GUIDE ON:
HOW TO SUCCESSFULLY LAUNCH AN ALUMNI PROGRAM

By IntraWorlds
Welcome to Your Guide on How to Successfully Launch an Alumni Program

Before you begin scrolling through this guide, please allow me to introduce myself. My name is Julian von Ammon and we created this document to provide our audience with a comprehensive summary on how to successfully launch or revamp an alumni program. The document encompasses all steps from strategy to execution and is based on our experience from a multitude of client projects across the globe. I hope that you find the content helpful, and please feel free to reach out to me if you have any questions or comments.

Cheers!

Julian von Ammon
Marketing Manager
This presentation addresses the four phases of launching an alumni program, from planning through to successfully operating your alumni network.

THE 4 PHASES TO A SUCCESSFUL ALUMNI PROGRAM

1: PLAN  
2: PREPARE  
3: LAUNCH  
4: EXCEL
Why establish an alumni program?

What does the “alumni lifecycle” look like and how can companies keep alumni engaged throughout the various stages?

What are the costs associated with an alumni network and what kind of ROI can your organization expect?

What are the relevant milestones and targets to measure the progress of your alumni network?
When thinking about establishing an alumni program for your organization, it’s important to recognize the drivers behind doing so. These are the 5 key reasons for jump starting an alumni program.

- Employer Branding
- Rehiring Employees
- Business Development
- Employee Development
- Employee Continuity & Appreciation
MAXIMIZING YOUR EMPLOYEE INVESTMENT

Rather than losing this connection, former employees can become a part of an extremely valuable talent pool – your alumni community.

With an Alumni Network, companies are able to maximize their investment by creating:
- Brand Ambassadors
- Rehiring Opportunities
- Quality Referrals

Without an Alumni Network, the connection to the former employee is lost, and so is the opportunity to further your investment.
Recruiting great people is expensive. An alumni network that generates just a few hires a year is easily worth six figures on hiring value alone.”

- Reid Hoffman, LinkedIn Co-Founder

Want to calculate your company’s ROI? Check out our white paper [here](#)!
From pre-launch to the years to follow, organizations experience key milestones throughout the process of jump starting an alumni program. Setting targets and expectations is an important piece of the puzzle in order to maximize your results.

**MILESTONES & TARGETS (KPI’S)**

- **Pre-Launch**
  - Alumni Data Model Defined
- **Year 1**
  - 1 Year Launch
- **Year 2**
  - 1st Big Alumni Event

**Benchmarks to consider:**
- Size of Alumni Network
- Conversion Rate of Leavers
- NPS of Alumni Program
- Alumni Engagement
By the end of this section, you will be able to answer these 5 important questions during the preparation stages of launching your alumni program:

1. Which target groups will you invite to join your alumni network?

2. What value proposition and benefits do you offer to alumni?

3. What resources will you need to manage and support the alumni network?

4. How will you launch the alumni program?

5. What does an engaging content plan look like?
CHOOSING TARGET GROUPS

WHO TO INCLUDE

- Certain countries, cities, provinces or states
- Specific departments or business units
- Specific subgroups such as:
  - Top Managers
  - V.I.P Alumni
  - Interns
  - Current Employers

WHO TO EXCLUDE

- Employee’s who leave on bad terms
- Employee’s who were only with the company for a short time
BENEFITS FOR ALUMNI

CAREER DEVELOPMENT
- Job Opportunities
- Learning Opportunities
- Knowledge Exchange
- Mentoring & Support

PERSONALIZED NEWS & UPDATES
- Firm News
- Alumni Stories & Updates
- Industry-Related News
- Profession Specific Updates

VALUE ADDED OFFERINGS
- Best Job-Matching
- Perks & Discounts
- Online & Offline Events
- Online Alumni Directory
RESPONSIBILITY & SET UP

The most successful alumni programs are those in which clearly defined roles are established. Defining management roles will contribute greatly to the success of your alumni program.

**EXECUTIVE SPONSOR**
- Sees the value of an alumni network and openly expresses interest in having it succeed
- Promotes the network inside and outside of the organization

**ALUMNI MANAGER**
- Responsible for driving alumni engagement through interesting content
- The face and key contact for alumni, readily available to assist with questions and daily operations
IntraWorlds offers the most powerful and comprehensive Alumni Management Technology enhanced with both standard and custom built integrations with HR systems and social media.
EXIT PROCESS

How an organization handles the exit process is extremely important. Below you will find a few of the recommended steps to put in place when setting up your exit procedure.

- **Personal Meeting** – a one on one meeting explaining the alumni network and that they will be formally invited to join via email

- **Invitation to Join Network** – an e-invite is sent out immediately following the personal meeting outlining the benefits and simple steps on how to join

*Having a structured, consistent and positive exit process results in an alumni conversion rate of up to 95%*
The question of whether or not to re-engage with alumni with whom you have lost contact with varies per organization. If the decision is made to explore re-connecting, these are some of the areas for you to explore:

- HR Core Database Export
- LinkedIn / Social Media Groups
- Referral Program (Employees invite former Colleagues)
- Facebook Employer Branding Page
- LinkedIn Search or Ads (based on “worked for employer X”)
- Online Landing Page with Registration Form
The timeline to launch an alumni program varies per organization and project, however this is a sample of middle sized project.

**SAMPLE LAUNCH SCHEDULE**

**01.03**  
*Kick-off*  
The initial stages of the platform set-up have been established through a Kick-off Workshop

**15.03**  
*User Scope*  
Who will be included and excluded in the network is clearly defined

**01.04**  
*Content Plan*  
Content concepts and offerings are being put into a strategic plan

**15.04**  
*Platform Structure*  
The scope of the Alumni Platform as well as its structure, benefits and offerings have been established

**01.05**  
*Platform Configured*  
Based on input and discussions the alumni platform is configured in your corporate identity

**15.05**  
*Platform Tested*  
Final testing of the alumni platform

**22.05**  
*Launch Prep*  
Preparation of launch content in the platform

**01.06**  
*Ready to go live!*  
Launch of the platform coinciding with an event
Engender Strong Program Culture Internally and Externally

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<thead>
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<th>Activity</th>
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<td>Personalized Updates</td>
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A clearly defined structure of engagement activities and cycles helps to create regular touch points and stay systematically engaged with alumni.
By the end of this section, you will be able to answer these 3 important questions during the launching of your alumni program:

1. What defines a successful alumni network launch?

2. How will you measure success after the launch?

3. Which KPI’s can be applied?
It’s important during the launch phase to have a well-defined process of ensuring alumni engage with the platform. Below you will find two best practices for doing so.

- **Send out a “Welcome Campaign”**
  - Email campaign communicating the benefits and “how-to” guide
  - Call to action for profile update/completion and single sign in
  - Track launch communication success

- **Systematic Off-boarding Process**
  - Automated creation of pre-populated accounts
  - Face-to-face exit meeting to explain the value of the alumni network

![Success Comparison](chart.png)
MEASURING THE SUCCESS OF YOUR LAUNCH

Depending on an organization’s key objections, there are many ways to measure the success of your alumni network.

- % of active users
- Avg. number of logins per user per year
- % of activated users with profile updates
- % of activated users with event registrations
- Avg. email click rate
- Avg. profile completion index

- Avg. age of profile data
- Avg. number of page impressions per month
- Avg. number of messages per user per month
- Avg. opening rate of emails
- Avg. number of content types per month
- Avg. user activity index
- Avg. user contribution index
- Avg. number of new alumni per month
- Number of mentoring connections
- Number of applications for jobs
- Number of alumni connections
- ...
By the end of this section, you will be able to answer these 3 important questions in order to truly excel with your alumni program:

1. How do you extend your alumni network?

2. Which repetitive administrative tasks can be automated?

3. How do you ensure continuous involvement of your alumni portal?
CREATE
Interesting Alumni Content

SHARE
Content within the Alumni Network

CONNECT
With Alumni Online & Offline
# Alumni Engagement Schedule Example

## Frequently (5 times monthly)

<table>
<thead>
<tr>
<th>Job Opportunities</th>
<th>Alumni News/Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>At least one job posting for client opportunities per area of practice area</td>
<td>Inspiring alumni stories, pick a diverse set of alumni ranging in seniority, practice, &amp; location</td>
</tr>
</tbody>
</table>

## Often (1-2 times monthly)

<table>
<thead>
<tr>
<th>Firm &amp; Industry News</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firm ‘inside scoop’ update &amp; point of view on industry news/event</td>
<td>Plan interactive, networking events that are in-person or virtual (networking, educational, charity)</td>
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</tbody>
</table>

## Regularly (0.5-1 time monthly)

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Campaign</th>
<th>Thought Leadership</th>
<th>Continued Learning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter filled new content and links to alumni portal; include contribution from C-level exec or senior partner</td>
<td>Plan and execute a quarterly campaign that is aligned with a specific objective</td>
<td>Rotate topic between practice areas and relevant industry happenings with SME speakers</td>
<td>Share updates on resources, presentations, &amp; webcasts regarding continuing education</td>
</tr>
</tbody>
</table>

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FREQUENTLY (5 times monthly)

- **Job Opportunities**: At least one job posting for client opportunities per area of practice area.

OFTEN (1-2 times monthly)

- **Firm & Industry News**: Firm ‘inside scoop’ update & point of view on industry news/event.
- **Alumni Spotlights**: Inspiring alumni stories, pick a diverse set of alumni ranging in seniority, practice, & location.

REGULARLY (0.5-1 time monthly)

- **Newsletter**: Newsletter filled new content and links to alumni portal; include contribution from C-level exec or senior partner.
- **Campaign**: Plan and execute a quarterly campaign that is aligned with a specific objective.
- **Thought Leadership**: Rotate topic between practice areas and relevant industry happenings with SME speakers.
- **Continued Learning**: Share updates on resources, presentations, & webcasts regarding continuing education.
Covers processes targeted at activating & increasing users’ engagement with the platform

**ADMINISTRATIVE ASSISTANCE**

Designates automatic workflows which assist in carrying out recurring administrative tasks

**ENGAGEMENT AUTOMATION**

**ALUMNI PROFILE RADAR**

Gives administrators a better overview of the changes which occur in users’ profiles

**Automated Processes that Keep Things Personal:**
- Welcome & Onboarding
- Alumni Registration
- Events & Reminders
- Many More…
SUMMARY

We hope this document has provided you with valuable insight into how to successfully launch or revamp an alumni network. The process of answering the relevant questions to start an alumni program is no rocket science, but requires to systematically find answers to the questions put forward in this document. Building on this, launching your own alumni network will become a success.

If your organization is considering implementing an alumni network, we’d be happy to answer questions and provide you with more information.

YOUR CONTACT AT INTRAWORLDS

WE LOOK FORWARD TO HEARING FROM YOU

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