



Building a Strong Alumni Network

10th December 2010

Contents

- Why alumni?
- Alumni and Schools – mutual needs
- How can we cater to these needs?
- What to start with
- Q & A

Alumni...

- A young man had just graduated from Harvard and was so excited just thinking about his future. He gets into a taxi and the driver says, "How are you on this lovely day?"

"I'm the Class of 2001 just graduated from Harvard and I just can't wait to go out there and see what the world has in store for me."

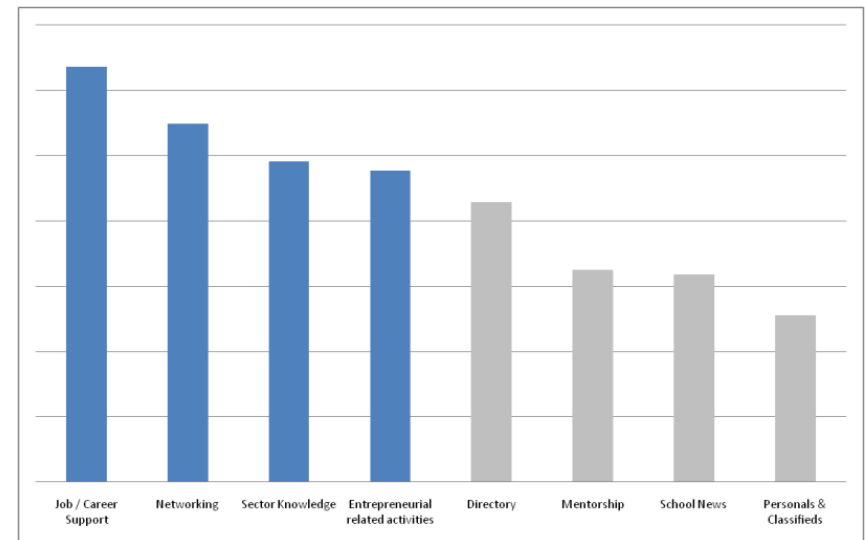
The driver looks back to shake the young man's hand and says, "Congratulations, I'm Mitch, Class of 1949."

Not unlike the cabbie... alumni are

- Your most important brand ambassadors
- Could turn out to be your top recruiters
- Will want to give back to the school
- Will start new enterprises with their classmates...
- ... go on to lead change in the industry
- HOW are you catering to them?

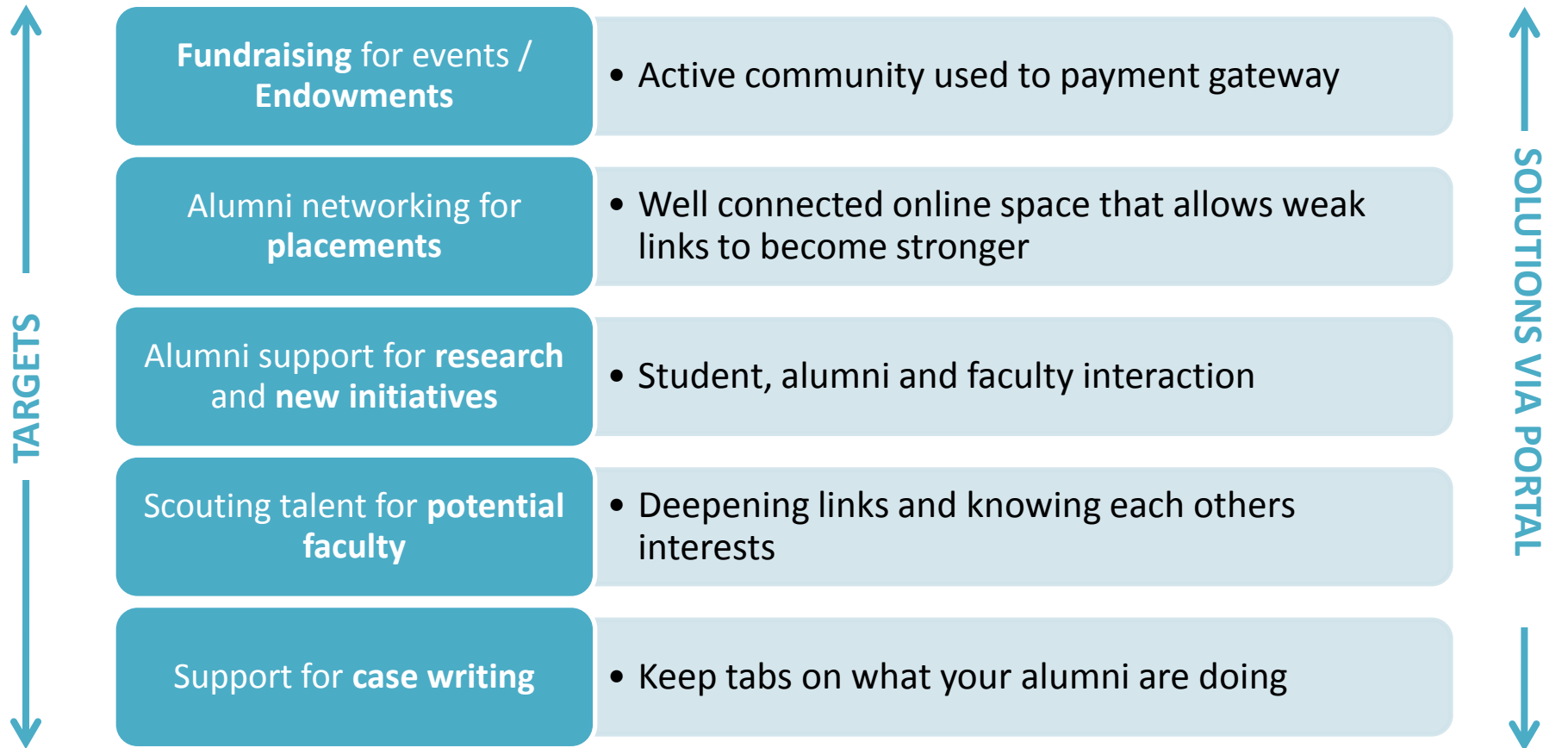
Top Alumni Needs* - like the Harvard boy they want the best jobs

- The number one priority for alumni across business schools is jobs
- “Pure shameless networking”
- Sector Knowledge
- Mentorship & support for new ventures
- Directory of alumni & students



*results from annual surveys by Gaboli across students from over 20 top b schools in India

How can they help the school?***



*** (cabbies can too – do you know my autowallah bursts crackers worth 10,000 rupees on Diwali?!)

How do you cater to them?

Start with the basics

- A Directory
- Alumni Newsletter
- Tangible reasons to keep in touch with the school
 - Mentorship
 - Job posting
 - Message board
 - Profile Manager
- Permanent school email...

The network sits right behind your website

It fits right here on your site – branding consistency

The screenshot displays the JBIMS website interface. At the top, there is a navigation bar with the university logo on the left and a menu with items: About JBIMS, Courses, Admission, Students, Placements, Infrastructure, and Corporate. Below the navigation bar, there are three main content blocks: 'Courses' (Full-time and Executive Courses), 'Placements @Bajaj' (All you need to know about Placements or Contact Placement Committee), and 'Corporate & Media' (Guest lectures, workshops on the campus and much more.. Contact Corporate Relations Committee). A 'News Flash' section features three articles: 'Commerce and Director General of the USA', 'Admissions Open - Part Time Management Courses', and 'Mr. Ranjita Kata inducts the batch of 2013'. A 'Campus Mail' section includes a photo of students in a meeting and a 'Login to Campus Mail' button. A 'Who's Online' box shows 'We have 14 guests online'. A 'JBIMS top salary touches Rs.26-lacs.' news item is highlighted, with a sub-headline 'Also average salary stood at Rs 12.83 lacs.' and a brief description of the placement season. A 'JBuzz' logo is also visible. The footer contains copyright information: 'All content © 2010 JBIMS. Website Conceptualized and Maintained by Web Committee. Best viewed in Mozilla Firefox 2.0 or greater with 1024 x 768 pixels.' and a 'TOP' link.

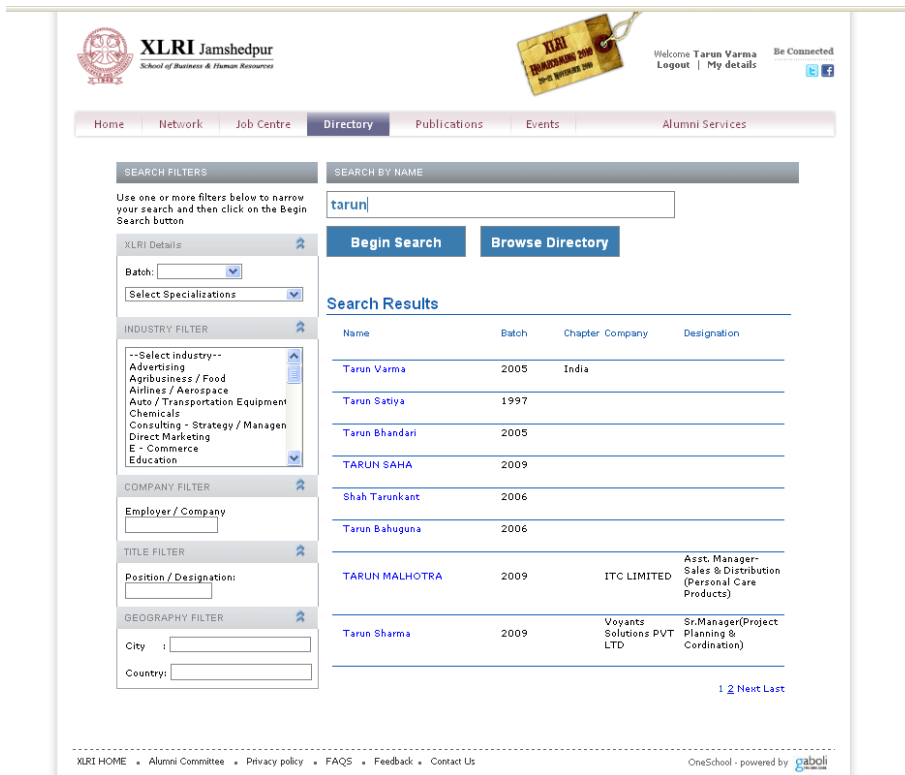
Create a page that suits your needs



- Design & Branding
- Alumni blogs and news
- Ability for students and staff to use site

Create a user directory

- Search by
 - City, name, batch, specialization, work history...
- Export information to excel for use in newsletters or event invites



XLRI Jamshedpur
School of Business & Human Resources

Welcome Tarun Varma | Logout | My details | Be Connected

Home | Network | Job Centre | **Directory** | Publications | Events | Alumni Services

SEARCH FILTERS

Use one or more filters below to narrow your search and then click on the Begin Search button

SEARCH BY NAME
tarun

Begin Search **Browse Directory**

Search Results

Name	Batch	Chapter	Company	Designation
Tarun Varma	2005	India		
Tarun Satiya	1997			
Tarun Bhandari	2005			
TARUN SAHA	2009			
Shah Tarunkant	2006			
Tarun Bahuguna	2006			
TARUN MALHOTRA	2009		ITC LIMITED	Asst. Manager- Sales & Distribution (Personal Care Products)
Tarun Sharma	2009		Voyants Solutions PVT LTD	Sr.Manager(Project Planning & Coordination)

1 2 Next Last

XLRI HOME | Alumni Committee | Privacy policy | FAQs | Feedback | Contact Us | OneSchool - powered by gaboli

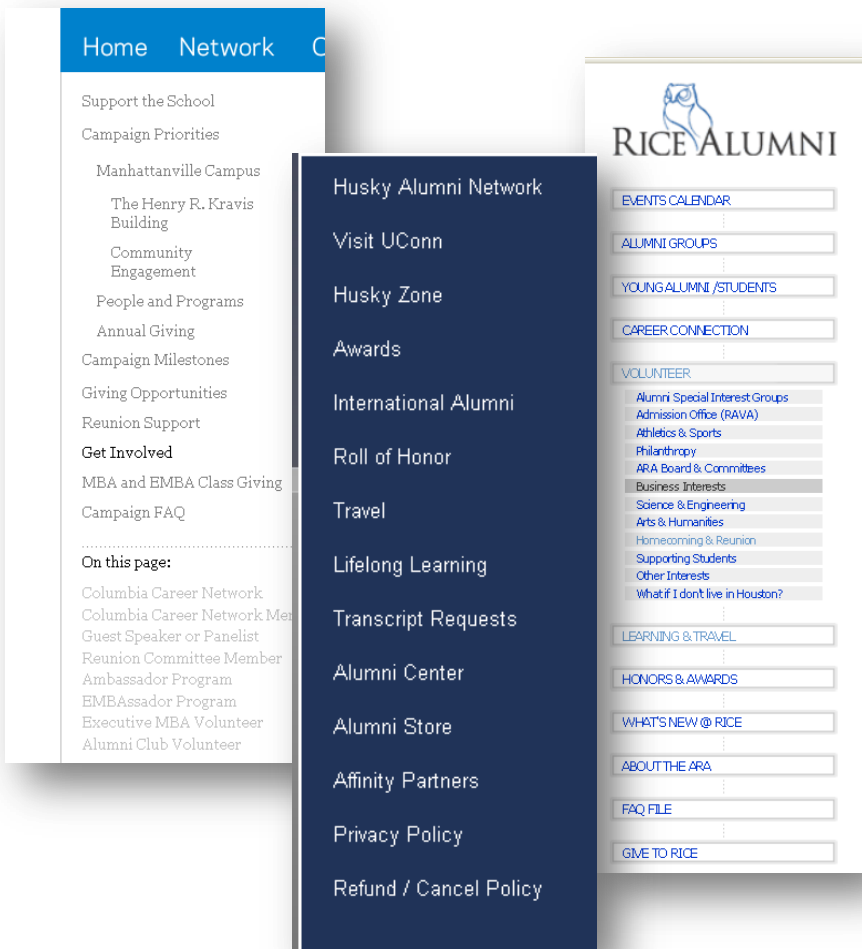
Install an alumni job board

The screenshot shows the XLRI Jamshepur Alumni Job Board interface. At the top, there is a navigation menu with 'Job Centre' selected. Below the menu is a search bar and a 'POST A NEW JOB' button. The main content area is divided into two sections: 'Most recent job offers' and 'Most applied to jobs'. The 'Most recent job offers' section lists several job postings with details like job title, location, and date. The 'Most applied to jobs' section lists job postings with the number of applicants.

Job Title	Location	Date	Applicants	
HR Manager / Sr Manager / AVP in a Foreign Bank	at IQ Group in Mumbai	19-10-2010		
Head - HR	at MpowerEnergy Associates in Dubai	29-09-2010		
DGM - HR	at MARG Ltd in Chennai	18-08-2010		
Manager HR	at ICICI BANK LTD, Anywhere	18-08-2010		
Branch Sales Manager	in Delhi / Haryana	at Leo9consultants in Delhi	15-07-2010	
Associate - Institutional Equity Sales	at ICICI Securities in Mumbai	18-05-2010		
Lead, Thematic Research	at ICICI Securities in Mumbai	18-05-2010		
HR Manager	at Colgate Palmolive in Chennai		11 applicants	
Consultant - CRM Practice	at Accenture, Anywhere		9 applicants	
Solution Designer	at Infosys in Bangalore		8 applicants	
Manager HR	at ICICI BANK LTD, Anywhere		7 applicants	
Mgr, Sr Mgr, AVP / VP-PCG, Religare securities	at Religare Securities, Anywhere		7 applicants	
Multiple Openings	at Cognizant Technologies Ltd in USA		5 applicants	
Mini CEOs	at Give India in Mumbai		5 applicants	

- Post and share jobs for students or alumni
- Send job updates to email
- Open the job board to partners

Enable interaction



- Newsletters!
- User generated content
- Open avenues for giving back
 - Volunteering
 - Mentorship
 - Corporate partnerships

Tools that can be rolled out over time

- Payment gateway and shopping cart for memorabilia
- Ability to order course reports and transcripts online
- Deals & offers for alumni
- Corporate partner pages
- Syndicating sponsorships online
- Integration with ERP & CRM systems
- Full fledged social network...

So. Who has done this well?

UConn Alumni Network

Salient Features

- Branding
- Social networks as feeders
- ‘Action buttons’ for paid alumni services, partners, affiliates

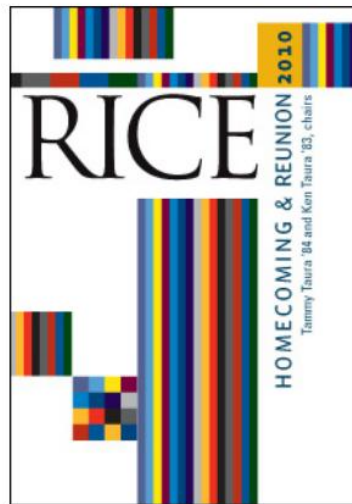
Rice University Alumni Network



- EVENTS CALENDAR
- ALUMNI GROUPS
- YOUNG ALUMNI /STUDENTS
- CAREER CONNECTION
- VOLUNTEER
- LEARNING & TRAVEL
- HONORS & AWARDS
- WHAT'S NEW @ RICE
- ABOUT THE ARA
- FAQ FILE
- GIVE TO RICE



Contact the Office of Alumni Affairs | Send a Comment | Campus Map



- NEWS:
- Rice Homecoming & Reunion 2010: Oct. 15-17
 - Alumnus James Mischka '85 and partner Mark Badgley unveil fall 2010 Badgley Mischka line as part of New York's Fashion Week.
 - KTRU links

Search this site Search rice.edu

- ONLINE SERVICES
- Find Events/RSVP
 - Alumni Directory
 - Update Address
 - Email Forwarding
 - Career Network
 - Business Finder
 - Online Classnotes
 - Digital Library



- NOTEWORTHY
- Missing your Campanile? Pick one up or order online →
 - Network with alumni through the ARA's group on LinkedIn →
 - School of Continuing Studies offers discounts to alumni →
 - Join the official Rice Alumni Fan Page on Facebook →
 - Alumni Parking Card offers evening, weekend access →

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Salient Features

- Navigate into their topic of interest - mentorship, young alumni, giving back...
- Out reach to community and volunteer


Columbia Business School Alumni Network

RESEARCH & PUBLICATIONS ACADEMICS SCHOOL NEWS EVENTS COMMUNITY ABOUT US DIRECTORY

Columbia Business School Alumni


Home Network Careers Benefits News Calendar Support the School

Alumni News and Stories




HERMES FEATURE
SEPTEMBER 1, 2010
The Roar of Plenty
Topics: Strategy Marketing Leadership

HERMES NEWS
SEPTEMBER 28, 2010
Linda Meehan Retires from Columbia Business School
Topics: Social Enterprise Leadership




HERMES PROFILE
JULY 12, 2010
Umayya Toukan PhD '87
Topics: Business Economics and Public Policy World Business Leadership



[More Alumni Stories ►](#)

[Log in](#)
[Search for Jobs](#)
[Post a Job](#)
[Make a Gift](#)
[Submit a Class Note](#)
[Find an Alumni Club](#)
[Volunteer](#)



Join Us

OCTOBER 19, 2010 **The Art of Networking and Cocktail Making**

OCTOBER 20, 2010 **The Distinguished Speaker Series: The Internationalization of RMB and its Implications for Hong Kong and the HKD**

OCTOBER 21, 2010 **20th Annual Graham and Dodd Breakfast Seminar: Value Investing- Making It Work in China and Asia**

OCTOBER 21, 2010 **20th Annual Graham & Dodd Value Investing Seminar: Video Conference in London - Live from New York**

- ### Salient Features
- Global alumni news
 - Runs a smart calendar of events across the school & network

- And ok... fine.. Harvard

We work with



New Delhi Institute of Management



You've already done this?
Next steps?
Call Us! 😊

- Tarun Varma – tarun@gaboli.com (+91 9818 45 50 80)
- Amit Agarwal – amit@gaboli.com (+91 9811 66 61 09)

Annexures

Challenges the school will face

- Content for the alumni site
 - Syndicating alumni blogs
 - Relevant interviews
- Keeping up with technology and approving new changes and improvements
- Day to day website management
- Managing feedback from alumni and keeping tuned in to their changing needs

Why Gaboli?

1. **We understand Education** better based on research and first hand experience
2. **Our expertise in Open Source Web Technologies** is based on global experience and implemented with the industry's best advisors
3. **Gaboli's experience** with the Web and Education in India is perhaps unmatched in India
4. Our **results are tangible and measurable**
5. We're the **#1 for alumni management** solutions in India

UConn Alumni Network

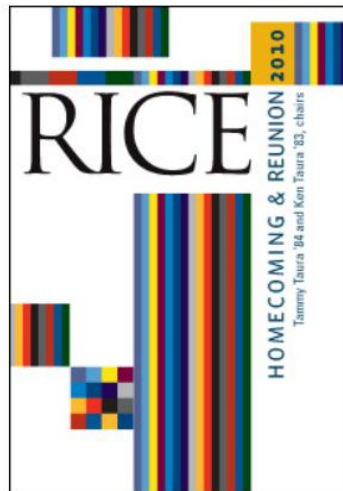
Salient Features

- Strong UConn branding
- High orientation to social networks as feeder systems
- Clear 'action buttons' for paid alumni services, partners, affiliates

Rice University Alumni Network



- EVENTS CALENDAR
- ALUMNI GROUPS
- YOUNG ALUMNI /STUDENTS
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- Find Events/RSVP
 - Alumni Directory
 - Update Address
 - Email Forwarding
 - Career Network
 - Business Finder
 - Online Classnotes
 - Digital Library

REGIONAL GROUPS

Get together with alums in your area. →

International

- NOTEWORTHY
- Missing your Campanile? Pick one up or order online →
 - Network with alumni through the ARA's group on LinkedIn →
 - School of Continuing Studies offers discounts to alumni →
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Contact the Office of Alumni Affairs | Send a Comment | Campus Map

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Salient Features

- Clean organized page to let alumni navigate into their topic of interest - mentorship, young alumni, giving back...
- Out reach to community and volunteer

Columbia Business School Alumni Network

The screenshot shows the website's navigation bar with links for RESEARCH & PUBLICATIONS, ACADEMICS, SCHOOL NEWS, EVENTS, COMMUNITY, ABOUT US, and DIRECTORY. A Google Custom Search bar is also present. The main header is 'Columbia Business School Alumni' with a sub-menu for Home, Network, Careers, Benefits, News, Calendar, and Support the School. The content area is divided into several sections: 'Alumni News and Stories' featuring a 'HERMES FEATURE' article titled 'The Roar of Plenty' from September 1, 2010, and a 'HERMES NEWS' article from September 28, 2010, about Linda Meehan's retirement. A 'HERMES PROFILE' section highlights Umayya Toukan, a PhD '87, with topics in Business, Economics, and Public Policy. A 'Join Us' section lists upcoming events, including 'The Art of Networking and Cocktail Making' on October 19, 2010, and 'The Distinguished Speaker Series: The Internationalization of RMB and its Implications for Hong Kong and the HKD' on October 20, 2010. A sidebar on the right contains links for Log in, Search for Jobs, Post a Job, Make a Gift, Submit a Class Note, Find an Alumni Club, and Volunteer. A 'More Alumni Stories' link is located at the bottom of the news section.

Salient Features

- Site caters for a global alumni base news snapshot
- Lets students and alumni reach out and connect easily
- Runs a smart calendar of events across the school & network – makes sharing easier

So how do you make these networks work?

- Networking & Collaboration Best Practices
 1. How will you get people on?
 2. How will you get them to stay?
 3. Lean cost of operations

1. How will you get more alumni online?

- The benefits must be self evident – **“what’s in it for me”?**
 - **TOP NEED** - Lateral placements
 - Knowledge share
 - Classifieds and Personals ... And more!
- The site must be ‘dumb proof’
 - Simple journeys, Easy user experience
- Create a viral campaign
 - Video snippet of the Director promoting the new site
 - Popular faculty shares new academic papers/ research
- Use the current batch as the anchor for vibrancy
- Alumni chapters to organise themselves through the online system
- **Seamless migration** from **yahoo & google groups** to the platform
- Gateway to the institute
 - Redirect social network flows to website
 - Order **transcripts**, course packs, register for events, Alumni **Directory**



2. Creating 'Stickiness' will encourage users to come back again and again...

- The Social Network bond
 - *Help people get to know each other*
 - *Discover people that could be valuable (The power of weak ties)*
 - *Keep up to date automatically*
- User Adoption is Key
 - *There are thousands of failed sites – simply because they ignored the users*
 - *Control to the User*
- Conveniently fit in – hand in glove
 - *Email integration*
 - *Support for mobile*
- Aggregation
 - *Search, categorisation, user based preferences*



2. Professional management of alumni needs & desires - translates to better features & functionality

- Integrate, Integrate, Integrate! (with alumni lives)
 - **Email** driven (users can't access social networks from office)
 - Mobile Integration
 - Enable **3rd party collaboration** – endowments, coordination for events
 - Integrate with current systems – SharePoint, CRM etc.
- Aggregate information from all sources
- Continuous **User Surveys** and Enhancement
- **Beta** rollout – get user feedback and incorporate it

3. Low Total Cost of Ownership

- Self Service
 - Non – technical administration for the moderator and editor
 - Control to each user to manage their own settings and preferences
- Economies of Scale
 - Low upfront investment through re-usable product components
 - Recurring annual user based fee that encourages continued service from vendor
 - Hosted by vendor – hassle free, ensures no service breakdowns
- Professional services provider will help avoid
 - Hidden people costs
 - Lack of focus on strategic initiatives and core competencies
- Proprietary software
 - **Other licensed software runs up cost and total cost of ownership**
 - Need speedy time to results – licensed software can take a year to bear fruit

Possible metrics for the institute

- Alumni
 - 60% of all alumni on platform in 18 months
 - How many login per day / month / quarter
- Current Students
 - 50% to login everyday
- Faculty
 - Faculty or 'ghosts' to login once a week
 - Research and updates to first come onto portal then website – promote community feel
- Staff & Director
 - Open weekly director's blog on portal and link it outside world
 - Ancillary comments by 10% faculty and staff on blog



So...