

YOUR GUIDE ON:

How to Successfully Launch an Alumni Program

By: PeoplePath – *One Platform to engage Talent for Life*



Welcome & Note From The Author

Before jumping in, allow me to quickly introduce the concept behind this guide.

We created this guide for organizations looking to establish or revamp their Corporate Alumni Program. The guide will help you to think about your program goals and the steps that you'll need to take to get things started, all the way to execution, and beyond.

However, we know very well that not all two alumni networks are alike, therefore, please feel free to reach out to me to chat about your program in particular as we're always happy to share strategic advice.

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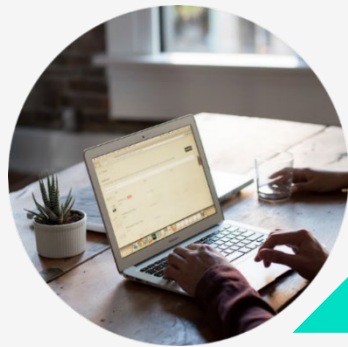


The Four Phases For Success

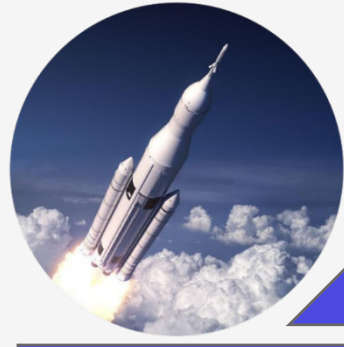
This presentation addresses the four phases of launching an alumni program, from planning through to successfully operating your alumni network.



1: PLAN



2: PREPARE



3: LAUNCH



4: EXCEL

By the end of this section, you will be able to answer these 4 crucial questions:

1. Why establish an alumni program?
2. What does the “alumni lifecycle” look like and how can companies keep alumni engaged throughout the various stages?
3. What are the costs associated with an alumni network and what kind of ROI can your organization expect?
4. What are the relevant milestones and targets to measure the progress of your alumni network?

Key Reasons To Establish An 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



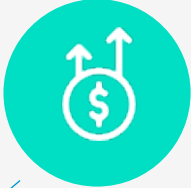
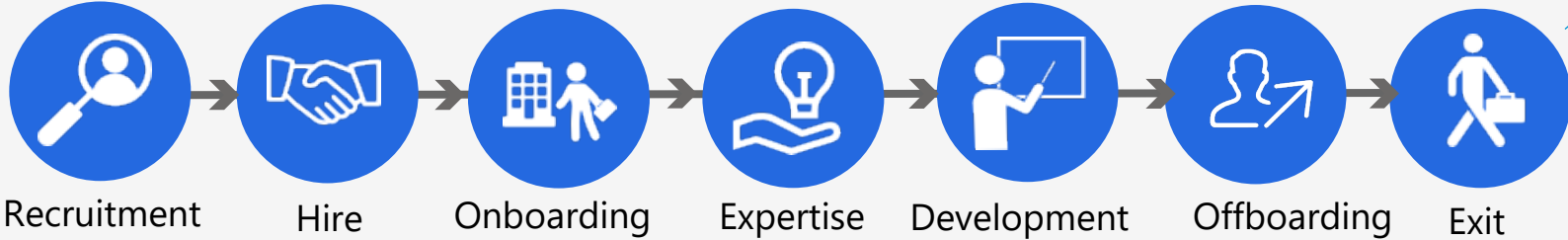
Employee Continuity & Appreciation

Alumni Programs Foster Lifelong Relationships

Organizations invest heavily in their employees; from the time they are candidates until they leave.

Rather than lose these relationships, continue to develop them through an Alumni Program.

Significant Money, Time, And Resources Invested



Alumni Programs offer **huge strategic potential** with little investment



Without an Alumni Program, the connection to the former employee is lost and so is the investment

Financial Benefits & Costs

Benefits



Rehiring & Referrals

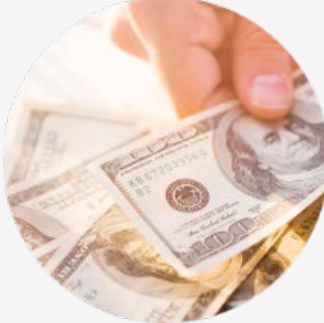
- Recruitment Savings
- Productivity Gains
- Faster Onboarding
- Higher Retention



Business Development

- Alumni Project Contributions
- Brand Ambassadors and Influencers

Costs




Cost Of Alumni Program

- Human Capital (staff managing the program)
- Alumni Events
- Technology Costs

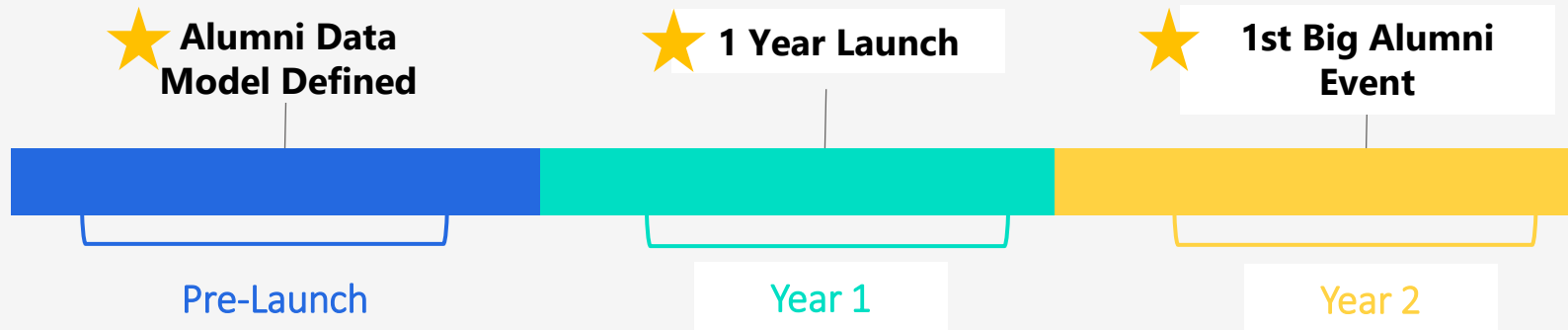
“Recruiting great people is expensive. An alumni network that generates just a few hires a year is easily worth six figures on hiring value alone.”

- Reid Hoffman, LinkedIn Co-Founder





 *Want to calculate your company's ROI? Check out our white paper [here!](#)*

Milestones & Targets (KPI's)

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.



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:

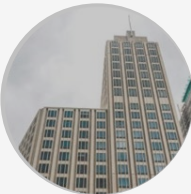
1. Which target groups will you invite to join your alumni network?
2. What value proposition and benefits do you offer to alumni?
3. What resources will you need to manage and support the alumni network?
4. How will you launch the alumni program?
5. What does an engaging content plan look like?

Choosing Target Groups

WHO TO INCLUDE



Certain countries, cities, provinces or states



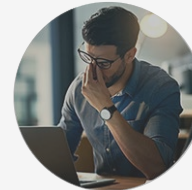
Specific departments or business units



Specific subgroups such as:

- Top Managers
- V.I.P Alumni
- Interns
- Current Employers

WHO TO *CONSIDER* EXCLUDING OR NURTURING DIFFERENTLY



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
-  Knowledge Exchange
-  Learning Opportunities
-  Mentoring & Support

Personalized News & Updates

-  Firm News
-  Alumni Stories & Updates
-  Industry-Related News
-  Profession Specific Updates

Value Added Offerings

-  Best Job-Matching
-  Online & Offline Events
-  Perks & Discounts
-  Online Alumni Directory

Responsibility & Staff 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

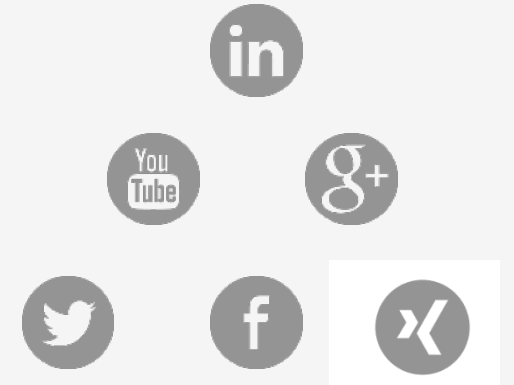
- Responsible for driving alumni engagement through interesting content
- The face and key contact for alumni, readily available to assist with questions and daily operations

Software Technology Stack

We offers the most powerful and comprehensive Alumni Management Technology enhanced with both standard and custom-built integrations with HR systems and social media.

INTERNAL SYSTEMS

SOCIAL MEDIA



How To Structure Your 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 or Virtual 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%

How To Reconnect With Lost Alumni

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



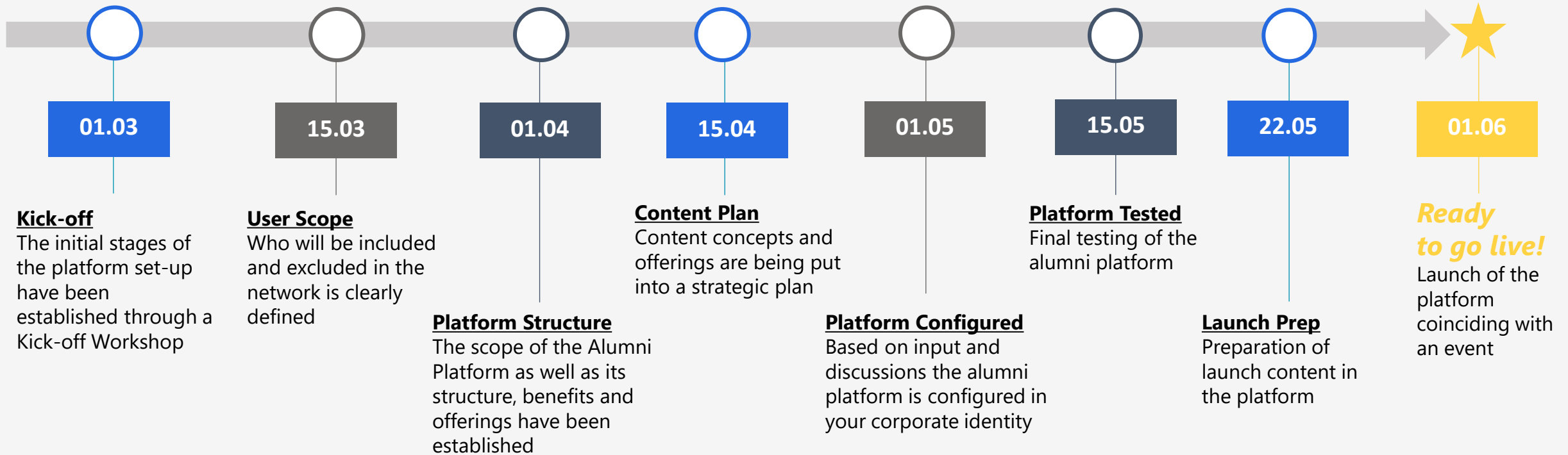
LinkedIn Search or Ads (based on "worked for employer X")



Online Landing Page with Registration Form

Sample Launch Plan

The timeline to launch an alumni program varies per organization and project, however this is a sample of middle-sized project.



Content Plan - Example

EXAMPLE

Engender Strong Program Culture Internally and Externally												
Activity	1	2	3	4	5	6	7	8	9	10	11	12
Engaging Platform Content	●	●	●	●	●	●	●	●	●	●	●	●
National Alumni Event												●
Local Alumni Events	●			●			●			●		
Online Events		●		●		●		●		●		●
Alumni Newsletter			●			●			●			●
Personalized Updates	●		●		●		●		●		●	
Login & Profile Update Reminder						●						●



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:

1. What defines a successful alumni network launch?
2. How will you measure success after the launch?
3. Which KPI's can be applied?

Launching The Program

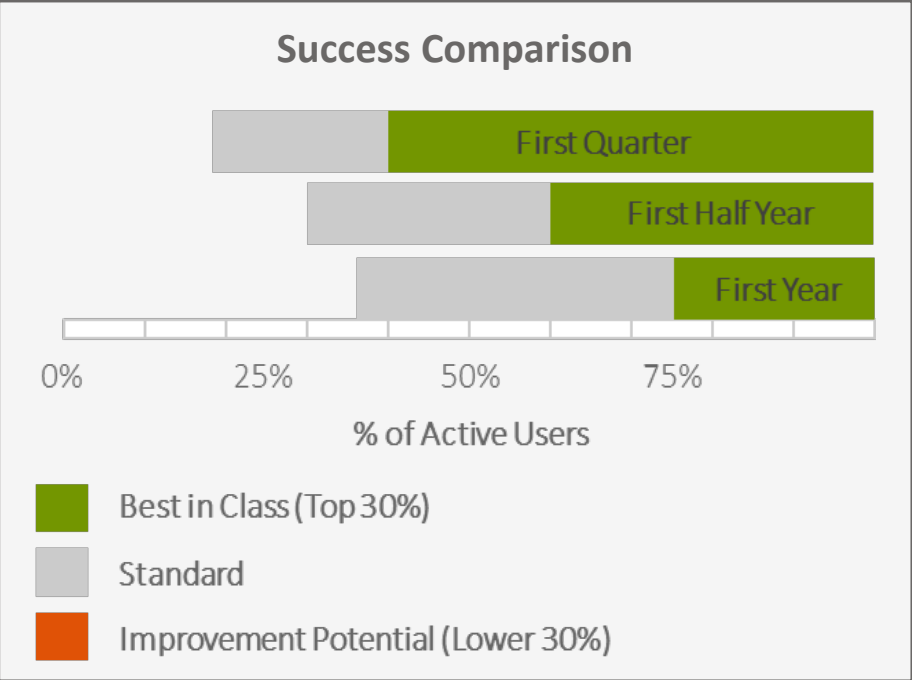
It's important during the launch phase to have a well-defined process of ensuring alumni engage with the platform. Below you will find two best practices for doing so.

❖ 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



Measuring The Success Of Your Network

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

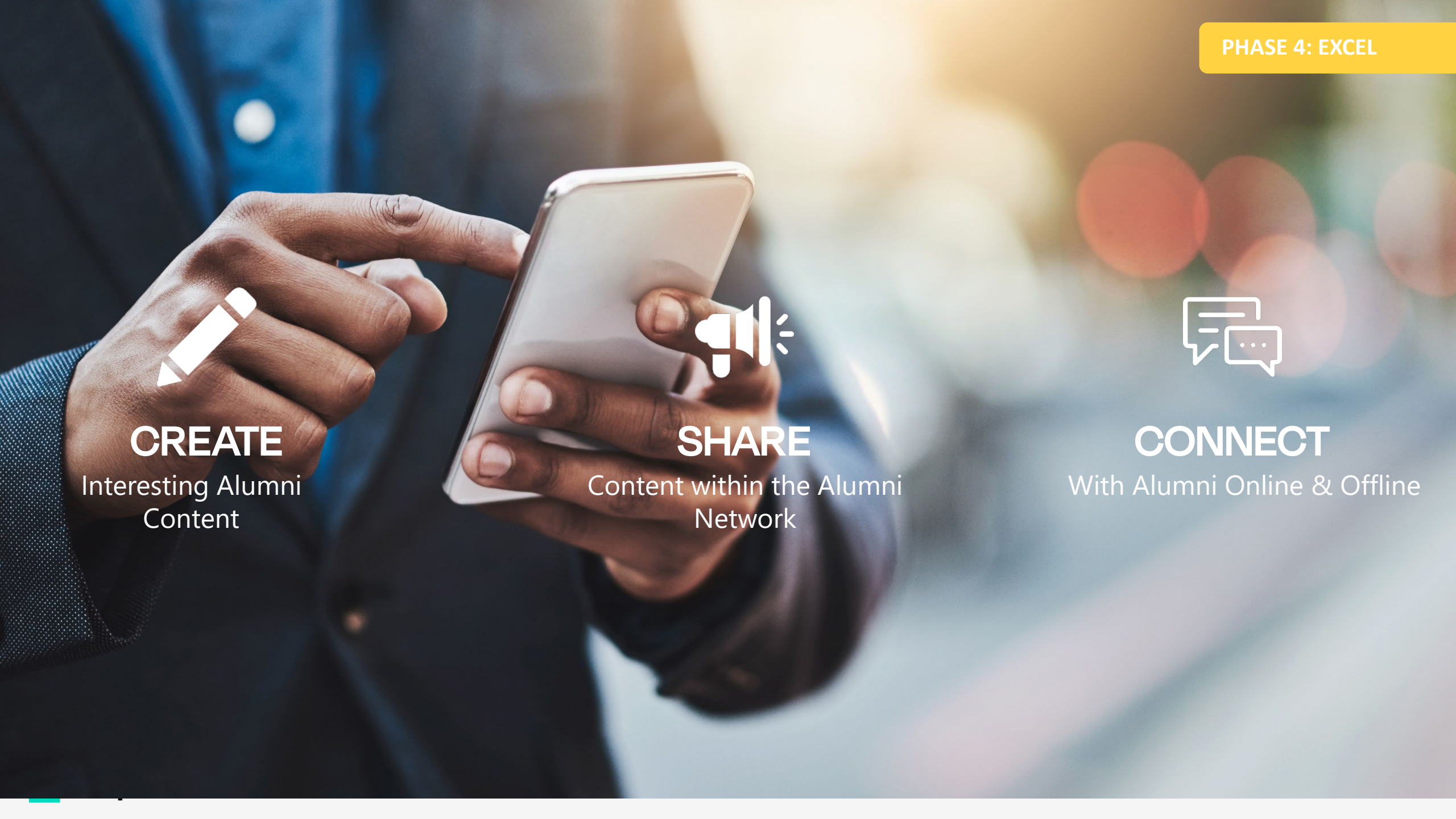
-  **% of active users**
-  **Avg. number of logins per user per year**
-  **% of activated users with profile updates**
-  **% of activated users with event registrations**
-  **Avg. email click rate**
-  Avg. profile completion index
-  Avg. age of profile data
-  Avg. number of page impressions per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

*metrics marked in **bold** are argued to be the most tangible



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



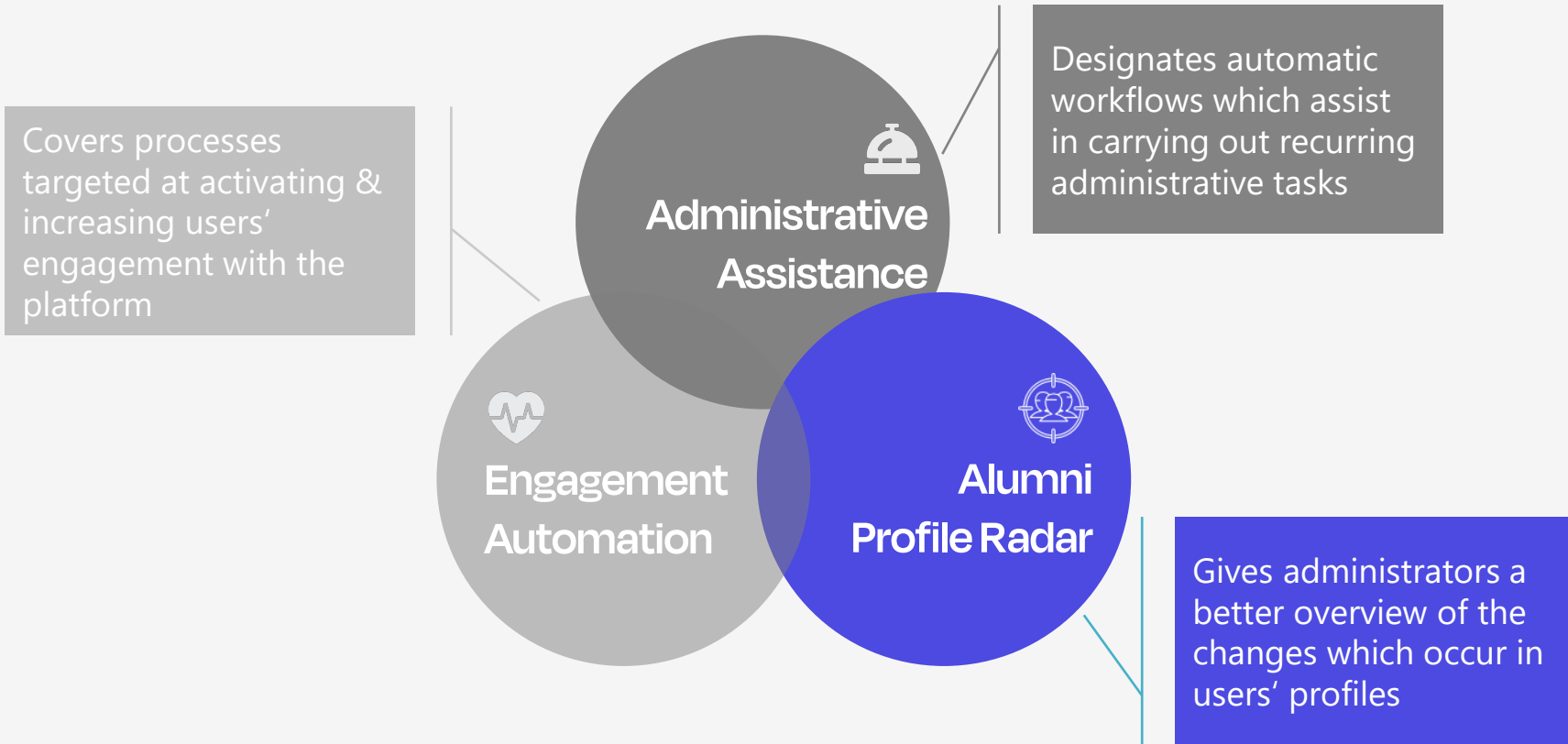
CONNECT





With Alumni Online & Offline

Alumni Engagement Schedule Example

FREQUENTLY (5 times monthly)	OFTEN (1-2 times monthly)		REGULARLY (0.5-1 time monthly)				
 <p>Job Opportunities At least one job posting for client opportunities per area of practice area</p>	 <p>Firm & Industry News Firm 'inside scoop' update & point of view on industry news/event</p>	 <p>Alumni Spotlights Inspiring alumni stories, pick a diverse set of alumni ranging in seniority, practice, & location</p>	 <p>Events Plan interactive, networking events that are in-person or virtual (networking, educational, charity)</p>	 <p>Newsletter Newsletter filled new content and links to alumni portal; include contribution from C-level exec or senior partner</p>	 <p>Campaign Plan and execute a quarterly campaign that is aligned with a specific objective</p>	 <p>Thought Leadership Rotate topic between practice areas and relevant industry happenings with SME speakers</p>	 <p>Continued Learning Share updates on resources, presentations, & webcasts regarding continuing education</p>

How To Keep Things Personal Through Automation



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

Summary & Contact Info

We hope this document has provided you with valuable insight into how to successfully launch or revamp an alumni network.

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



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