

# Engaging Alumni

*Sharing practices from Erasmus University and Rotterdam School of Management*

Karen de Man & Meta Haag-Mikec

# Who are we?

Karen de Man



**Erasmus  
University  
Rotterdam**



Meta Haag-Mikec



**50 YEARS RSM** *Erasmus* | Rotterdam School of Management  
Erasmus University



147.000+ EUR alumni

Dutch vs  
International

77% vs 23%

EUR: Top 5  
countries of origin

1. The Netherlands
2. Germany
3. China
4. India
5. Greece

Dutch vs  
International

63% vs 37%

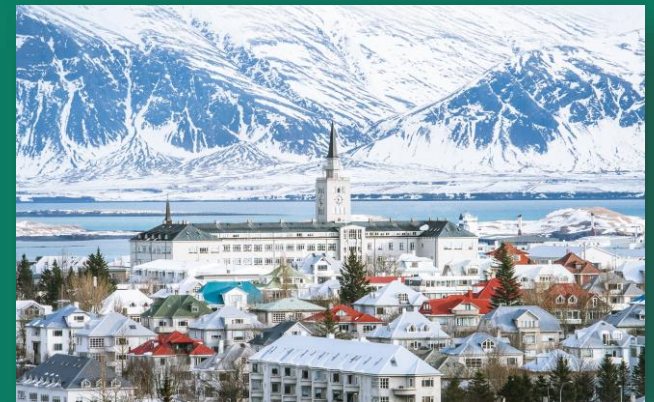
RSM: Top 5  
countries of residence

1. The Netherlands
2. Germany
3. United States
4. United Kingdom
5. Belgium

42.000+ RSM/EUR alumni

# Types of alumni communities

- Membership based vs open for everyone
- Paid staff vs volunteers
- Faculty based vs central/institutional
- Alumni groups/chapters/clubs:
  - per interest/industry (eg. Supply Chain)
  - per company (eg. Škoda)
  - per region (eg. Iceland)
  - per career stage (eg. young professionals)



# Connection First





# Cooperation Works

- Internal colleagues
- Alumni offices from other institutions
- National agencies
- Corporate connections
- Government organisations & representations



# Student Engagement

- Student associations
- Mentoring programme
- Onboarding activities
- Career events



**PhD Alumni Dialogue Series**

Date: 17-03-2021  
Moderator: prof. dr. Liesbet van Zoonen

- Ayuk Bakia MSc
- Dr. Jesper Hopstaken
- Dr. Holly Ritchie
- Dr. Talitha Stam
- Dr. Reinout van der Veer
- Dr. Linda Zuiderwijk

Powered by:  
Erasmus University School of Social Sciences and the Erasmus CGSR  
Erasmus University Rotterdam



**Lighthouse Career Café**

18 FEB

with  
**Anita Keij**





# Continuous Engagement

- Communicate: targeted e-mails and events
- Put them in the spotlight: alumni portrait series – Erasmus Alumni Chain
- Content-based: Alumni lectures & Lifelong Learning





# Personal Communication

- Make it personal
- Join and create groups on social media



Have a wonderful holiday season  
and a happy new year!

EUR Alumni Relations Team



# International Networks

RSM:

- 33 chapters in 27 countries
- > 100 events annually
- 60 international volunteers





# Managed Space

- Give them space for their own initiatives
- But safeguard the brand
- Terms of reference
- Code of conduct
- Provide support (toolkit)





# Recognition

- Say thank you
- Distinguished Alumni Awards
- Eminent alumni





# Online platforms

[Aluminati](#)

[AlumnForce](#)

[FirstHand](#)

[Graduway](#)

[Hivebrite](#)

[View complete overview](#)



# Lessons learned

- Good database is important; good database management is key
- Buy-in from the internal stakeholders
- Explore student – alumni life cycle
- Focused approach
- Make them proud
- Say thank you
- Explore alumni motives
- You cannot always please everyone





Questions?!



**Erasmus  
University  
Rotterdam**

*Erasmus*