

AGENDA

1. The University of Helsinki, brief introduction
2. Short history of alumni activities
3. Alumni services and activities today
4. Many alumni roles

Connections to graduate tracking



Observe!



Eric Carver

Responsible for graduate tracking in the University of Helsinki. Other duties include quality assurance of education and policy of guidance at university level.

- Member, Career monitoring work group of Aarresaari, Career Services Network of Finnish Universities that is in charge of national career monitoring surveys of universities in Finland.

And during 2018→2020 (how I met **Jan Sedláček**)

- Member of the EU Commission Expert group on graduate tracking (country representative of Finland)
- Co-chair of the Visionary task force on the options for comparative EU graduate data (Task force 1 set up by the Expert group).

Specialist

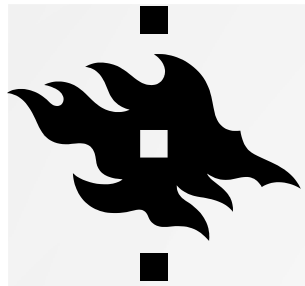
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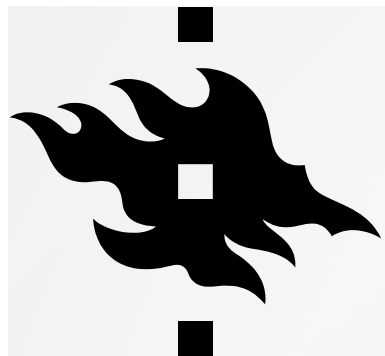
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CAREER MONITORING IN THE UNIVERSITY OF HELSINKI

- The University of Helsinki uses the data obtained from career monitoring surveys, for example, to develop education, guide and counsel students, provide career guidance and conduct research.
- Since 2016, career monitoring surveys have been conducted at the University through cooperation between several units. Career Services was previously responsible for coordinating the surveys, but this responsibility shifted to Strategic Services for Teaching at the beginning of 2019.
- Composition of the University's project group for career monitoring in the 2019–2020 academic year:
 - **Eric Carver, Strategic Services for Teaching**
 - Tuukka Kangas, Institutional Research and Analysis
 - Miika Mertanen, Career Services
 - Erkki Raulo, Research Services
 - Kati Salmivaara, Communications
 - Riikka Sarasjärvi, Research Services
 - Tarja Tuononen, Centre for University Teaching and Learning
 - **Minnis Vierikko, Alumni Relations**

For more information, please visit:
<https://studies.helsinki.fi/instruction/article/career-monitoring-reports>



MEET MINNIS VIERIKKO, ALUMNI RELATIONS TEAM LEADER

Minnis Vierikko

Liaison Manager

UNIVERSITY SERVICES

COMMUNICATIONS AND COMMUNITY RELATIONS

@ minnis.vierikko@helsinki.fi

Job description

I work as a Liaison Manager in Joint Services for Communications and Community Relations. I am the Team Leader for the Alumni Team. I work with all kinds of alumni and stakeholder issues.



CRADLE OF NEW THINKING

The University was founded by a 13-year-old girl.
The world learned to know her as Christina,
Queen of Sweden.

Since 1640 we have been considered the cradle of
Finnish civilization, educated nine presidents, four
Nobel prize winners and thousands of leaders in
politics, science, culture and economics. And we
have helped build a society considered one of the
best in the world.





SCIENCE FOR THE BEST OF THE WORLD

4

CAMPUSES

11

FACULTIES

8 100

EMPLOYEES,

57% TEACHING AND RESEARCH STAFF
(OF WHICH 25 % INTERNATIONAL STAFF)

31 600

STUDENTS



BROADEST DEGREE SELECTION IN FINLAND



33

BACHELOR'S
PROGRAMMES,
1 IN ENGLISH



63

MASTER'S PROGRAMMES



36

MASTER'S
PROGRAMMES IN
ENGLISH



4

DOCTORAL
SCHOOLS



32

DOCTORAL
PROGRAMMES





31,600

DEGREE STUDENTS,
6% INTERNATIONAL STUDENTS

28,500

OPEN UNIVERSITY AND CONTINUING
EDUCATION STUDENTS

6,100

DEGREES PER YEAR



HELSINGIN YLIOPISTO
HELSINGFORS UNIVERSITET
UNIVERSITY OF HELSINKI

For more information, please see: <https://www.helsinki.fi/en>



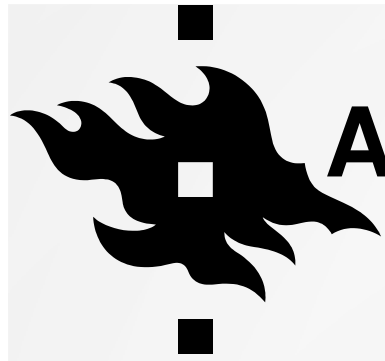
HELSINKI ALUMNI COMMUNITY

**UNIVERSITY'S ALUMNI AND
STAKEHOLDER RELATIONS**

**HELSINKI
ALUMNI**



HELSINGIN YLIOPISTO



A BRIEF HISTORY OF ALUMNI ACTIVITIES IN THE UNIVERSITY OF HELSINKI

1990: [University of Helsinki Alumni Association](#) founded

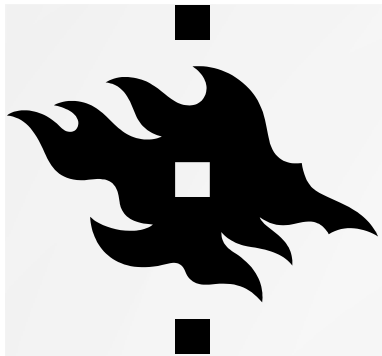
2001: First alumni coordinator hired at the university level to develop alumni activities

Early 2000's to 2016: One university level alumni coordinator works together with faculty level alumni coordinators (most of which also have other duties).

2016 and onwards: New centralized [University Services formed](#). Alumni Relations Team has 6 full time employees who develop both university and faculty level alumni activities.

2021 key issues:

1. Rollout of [Helsinki Alumni Hub](#) portal
2. Strong investment in [international alumni activities](#).
3. [Strategic emphasis on registering graduates as alumni](#) and developing a strong alumni identity for alumni 0-5 years after graduation.
4. Recourses: 6 people work in the [Alumni Relations Team](#). + The independent Alumni Association (6000 members) continues its work. Association's activities are more hobby based alumni activities.



THE UNIVERSITY OF HELSINKI ALUMNI

- The Alumni network of the University of Helsinki comprise its graduates, exchange students as well as current and former employees
- Overall, there are more than 200 000 University of Helsinki alumni all over the world
- Currently we are reaching over **42 000 alumni** through our register



HELSINKI ALUMNI



VALUE OF ALUMNI ACTIVITIES FOR THE UNIVERSITY OF HELSINKI

Alumni are one of the most important **interest groups** of the University.

Alumni **support the University's core duties**: teaching, research and community relations.

Alumni are important **role models** for current students; they offer their time and expertise as mentors, lecturers, experts, donors and representatives of employers.

Alumni are important **partners** in their role as liaisons with employers and as social forces and representatives of the corporate world as well as of central and local government.

Alumni also have much to offer to the University through their free time activities (e.g., involvement in organizations).

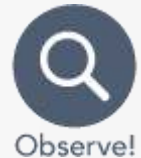
Alumni who understand the importance of the University are willing to **contribute to fundraising** through either a donation or other means of support.

Alumni who answer career monitoring / graduate tracking survey (5 years after graduation) contribute valuable information about their employment, career and education that is used to help current and future students, develop education and for research.



OBJECTIVES FOR ALUMNI ACTIVITIES

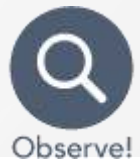
- Alumni are active partners of the University
 - **Mutual benefit, win-win partnerships**
- Cooperation projects enable alumni to actively participate
 - Attractive alumni services and opportunities
- Expansion of the alumni community
 - Promotion of the alumni identity
(**crucial for graduate tracking → motivation to answer a survey**)
 - Promotion of alumni communities
- New activities and services
- Launching and expanding international alumni activities
 - Alumni activities
- Alumni activities are well-organized, well-resourced and consistent throughout the University



ALUMNI ACTIVITIES/SERVICES

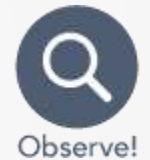
Events held
remotely during
Covid-19
pandemic

- Alumni Day
- Alumni involvement
- Concepts: breakfast seminars, Coach Café, group mentoring, alumni events, Pecha Kucha, Think & Lead morning seminars
- Cooperation with partners
- Library services for alumni (e.g. Alumni co-working space)
- Other services for alumni (e.g. continuing education, employer services)
- **Increase of intra-campus and multidisciplinary cooperation**
- Multi-channel communication (internet, Facebook, Twitter, LinkedIn, newsletters, email)
- Targeted recruitment campaigns (recent graduates, graduated alumni, staff)
 - Special program for newly graduated, fresh alumni (e.g. Welcome events, Think Forward program and a online course for graduates)
- Development of the alumni register tools and the CRM (**crucial component in graduate tracking, especially for graduates living abroad, for whom email is the most effective (and sometimes the only) tool for communication.**)



BENEFITS FOR ALUMNI

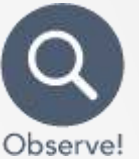
- The latest research knowledge
- Continuing education, skills development
- Networking
- Events
- **Networking with and support of current students (volunteering) → connects with willingness to answer graduate tracking survey (→ to help students with information)**
- Lecture series and open seminars
- A way to make a difference while enhancing one's visibility in society
- Free alumni email address (only a forwarding address)
- University Magazine online version availability
- Free ThinkLetter Alumni e-newsletter (10/year in Finnish/Swedish, 6/year in English)
- Social media groups (Facebook, LinkedIn, Twitter, Instagram) #HelsinkiAlumni
- Other benefits and services (e.g. library services)



ALUMNI RELATIONS AND STUDY PROGRAMMES – CURRENT LINKS

Work-life orientation during the studies

graduate tracking data is used in education development, guidance and career courses,
students do alumni/ information interviews in career courses,
alumni guest speakers and lecturers, project course coaches, company links etc.



[Mentoring programmes](#) and [Coach Cafe concept](#)

Graduation etc. events with alumni links

For newly graduated alumni

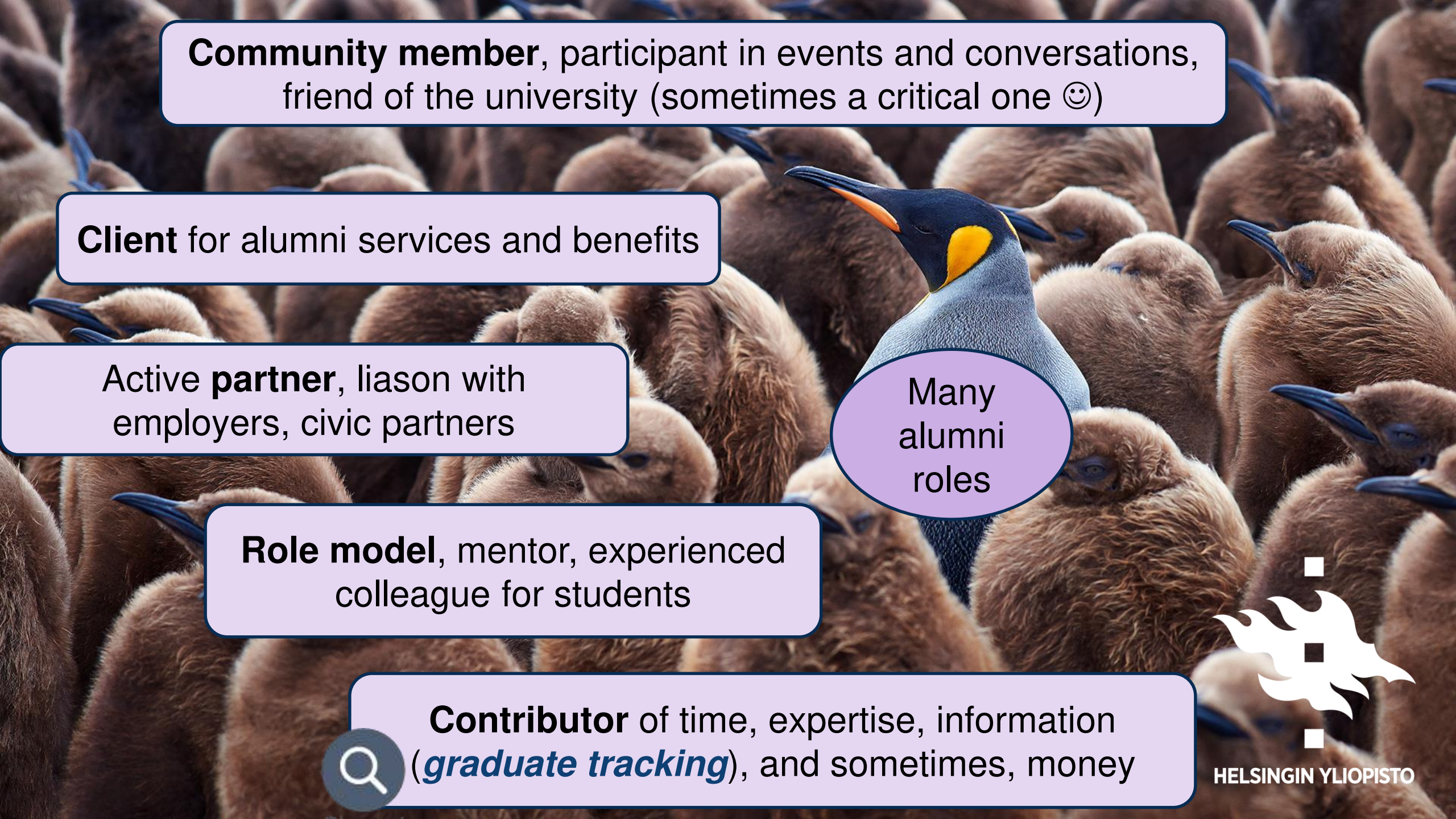
Think Forward course

Hyvän elämän eväät (*Foundations for a good life*) –online course (currently only in Finnish)

Earlier students and staff members for programmes to reach when desire to organize events, link actors etc.

Alumni interviews and communication supporting recruitment

[Global scholarship fund for international masters students](#)



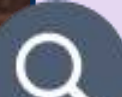
Community member, participant in events and conversations,
friend of the university (sometimes a critical one 😊)

Client for alumni services and benefits

Active **partner**, liason with
employers, civic partners

Many
alumni
roles

Role model, mentor, experienced
colleague for students

 **Contributor** of time, expertise, information
(***graduate tracking***), and sometimes, money