Engaging International Graduate Alumni

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Tracking graduate alumni – international and domestic
Where UCLA is now

**Best:** professional schools in which relationship are key
Management, Law, Public Health, Public Affairs, Theatre Film & TV

**Middle:** other professional schools
Engineering, Nursing, Dentistry

**Room to be better**

*College of Letters & Science* (Humanities, and the Social, Life & Physical Sciences)
Tracking graduate alumni – international and domestic

STONE SOUP and vehicles for getting better

Campus as a whole: Alumni Association
  Database built from student years on
  CRM tools
  Organizational linkage with External Affairs

Graduate Division
  Doctoral exit survey:
    enriched data on 1st destination
  Master’s exit survey: new in 2016
  UC-wide doctoral degree recipient survey

Current student + alumni affinity groups:
  Lasting networks
  Effective use of social media
  Create new affinities, e.g., Bouchet Society, NSF-AGEP Cohorts
Align with campus global strategy

Campus strategy for global engagement
Chief International Officer & other experts support Chancellor in crafting strategy. Where do you want to invest and why?

**Align effort with goals & opportunities**
- Region (e.g., Pacific Rim)
- Field or discipline (strengths, aspirations)
- Tack advantage of unique assets

**Align with nature of institution** (mission, resources. UCLA≠NYU.)

Example 1
Establish international outposts (UCLA: Hong Kong, London)

Multipurpose:
- Supports faculty and students in education & research abroad
- Creates base/home for alumni networking and engagement
- Demonstrates commitment to people in region
- Supports friend-raising and fundraising
- Supports connecting alumni with current students and faculty
Align with campus global strategy

Example 2
Extend international visits by deans, faculty.

**Goal: build relationships.**
- Get to know one another
- Provide updates on the university
- Connect alums back to people, initiatives or events of interest
- Provide career mentoring
- Connect current students to them

*Because of our broad purview and connections, graduate deans can be particularly effective!*

- Meet-and-greets (informal) with members of local alumni association
- More formal events with a theme or keynote
- Faculty hosts of alumni tours
Be purposeful.

Engaging international graduate alumni takes time and effort. Understand WHY you want to do it as the basis for determining what you’ll do and how.