

Alumni relations stream sponsored by



# International alumni strategy: small team, high impact

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**#IDPE19**

IDPE 2019 Annual Conference



# International alumni strategy: small team, high impact

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Alumni Relations Officer  
Institute of Development Studies, Brighton (UK)

# What's this all about then?

1. IDS, alumni and me
2. Our approach and model of engagement (or Theory of Change)
3. The good and the bad and the ugly
4. How is it done?
5. Friends, volunteers, content, events and positivity
6. What about the impact?
7. Discussion



# Who am I?

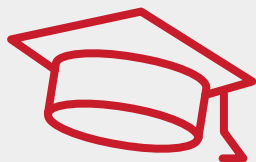
- ★ Alumni Relations Officer since February this year
- ★ Background in human resources and insurance
- ★ A balance of offers and asks
- ★ Creating spaces for meaningful connections



# What is an 'IDS'?



The Institute of Development Studies (IDS) is a global research and learning organisation for equitable and sustainable change



University of Sussex supports and accredits our Masters and PhD research programme



Established in 1966, teaching started 1967



Currently offer 8 different Masters courses and PhD, with around 300 students per year

# IDS Alumni Network

3,398 postgrad alumni in 106 countries

29 ambassadors

52 online 'featured mentors'

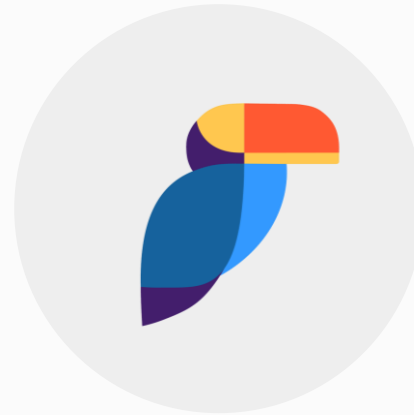
1 advisory committee

1 alumni relations officer



# Brief History of Alumni Relations at IDS

- ★ Alumni Association to IDS 2013
- ★ 2013-2015 engagement focus was fundraising
- ★ Partnerships & Alumni Office from 2015
- ★ 2015- engagement focus is communication (online alumni network)



# Approach and Model of Engagement

Pay it forward approach

Linear Model of Engagement

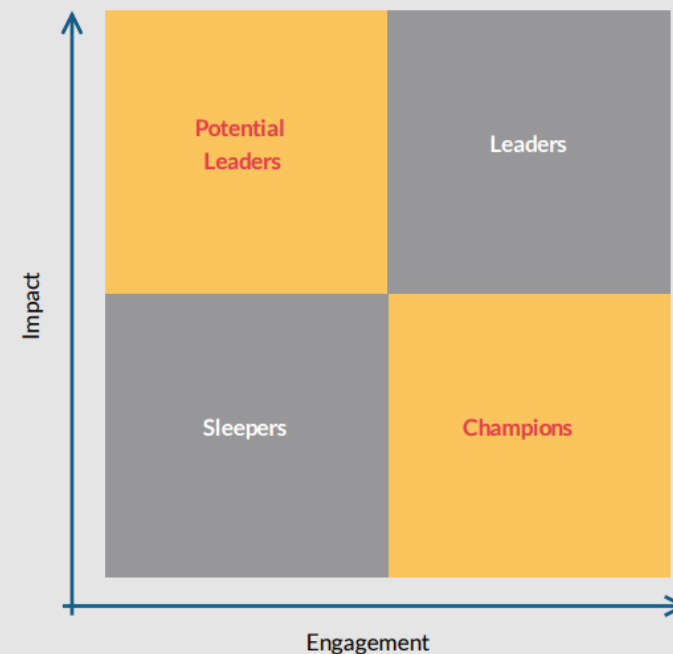
INPUTS ACTIVITIES OUTPUTS OUTCOMES IMPACTS



# Alternative Models of Engagement

i.e. AAA and Matrix

*from CASE Engaging for Excellence: Generating Alumni Support for Higher Education 2018 (30 Oct 2018)*



# IDS ALUMNI... the good

**“a pack of blessings  
lights  
upon thy back”**

- 1) SMALL: 3,500
- 2) CONCENTRATED: around a specific interest
- 3) CONTROLLED: a one-person team

# IDS ALUMNI... the bad

1. DISPERSED: globally (over 100 countries!)
2. COMPETITIVE: competing networks in a small world
3. TINY ALUMNI TEAM: me



# IDS ALUMNI... the ugly

1. Small and dispersed
2. Concentrated and competitive
3. Controlled and alone



# How is it done?

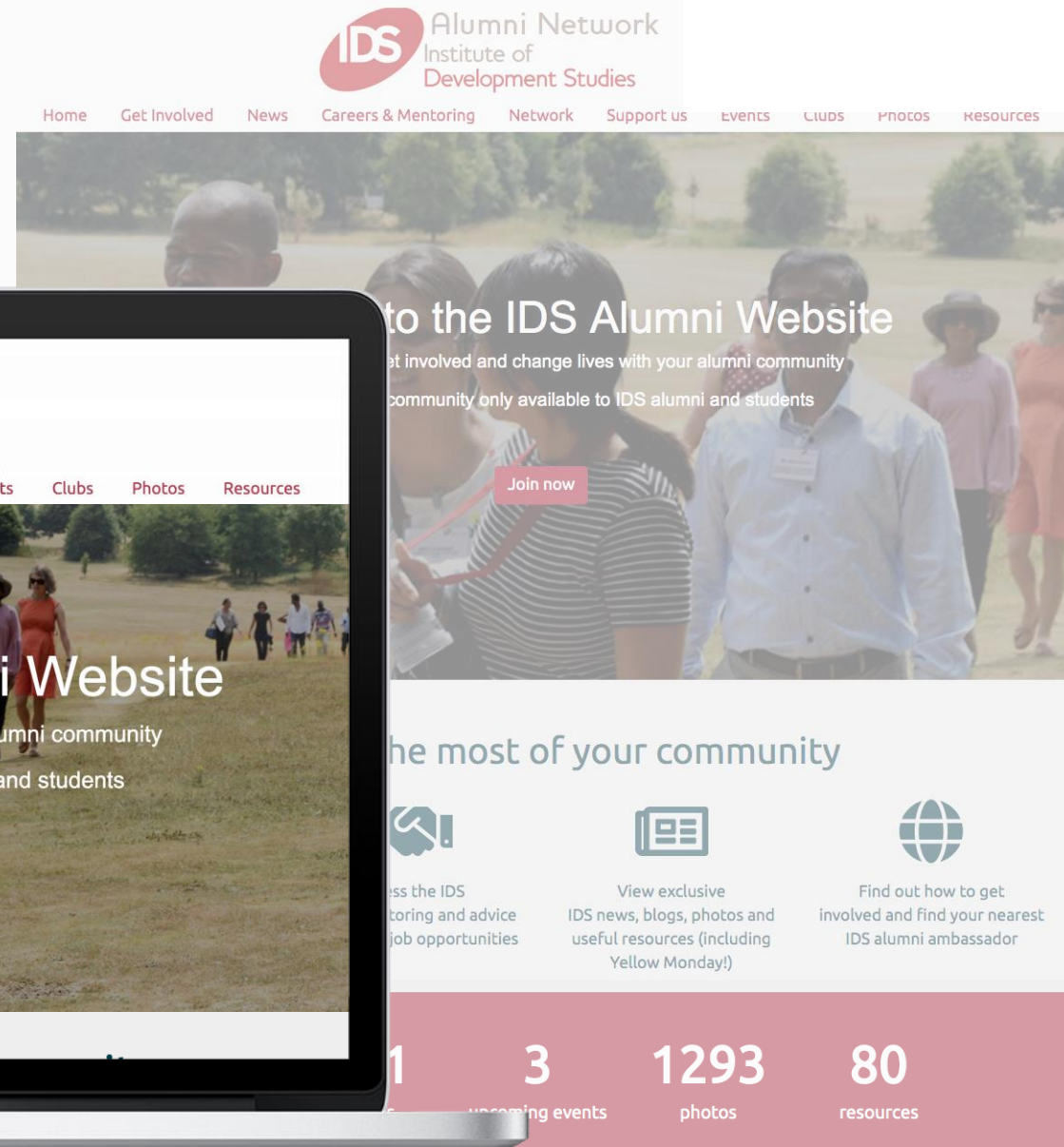
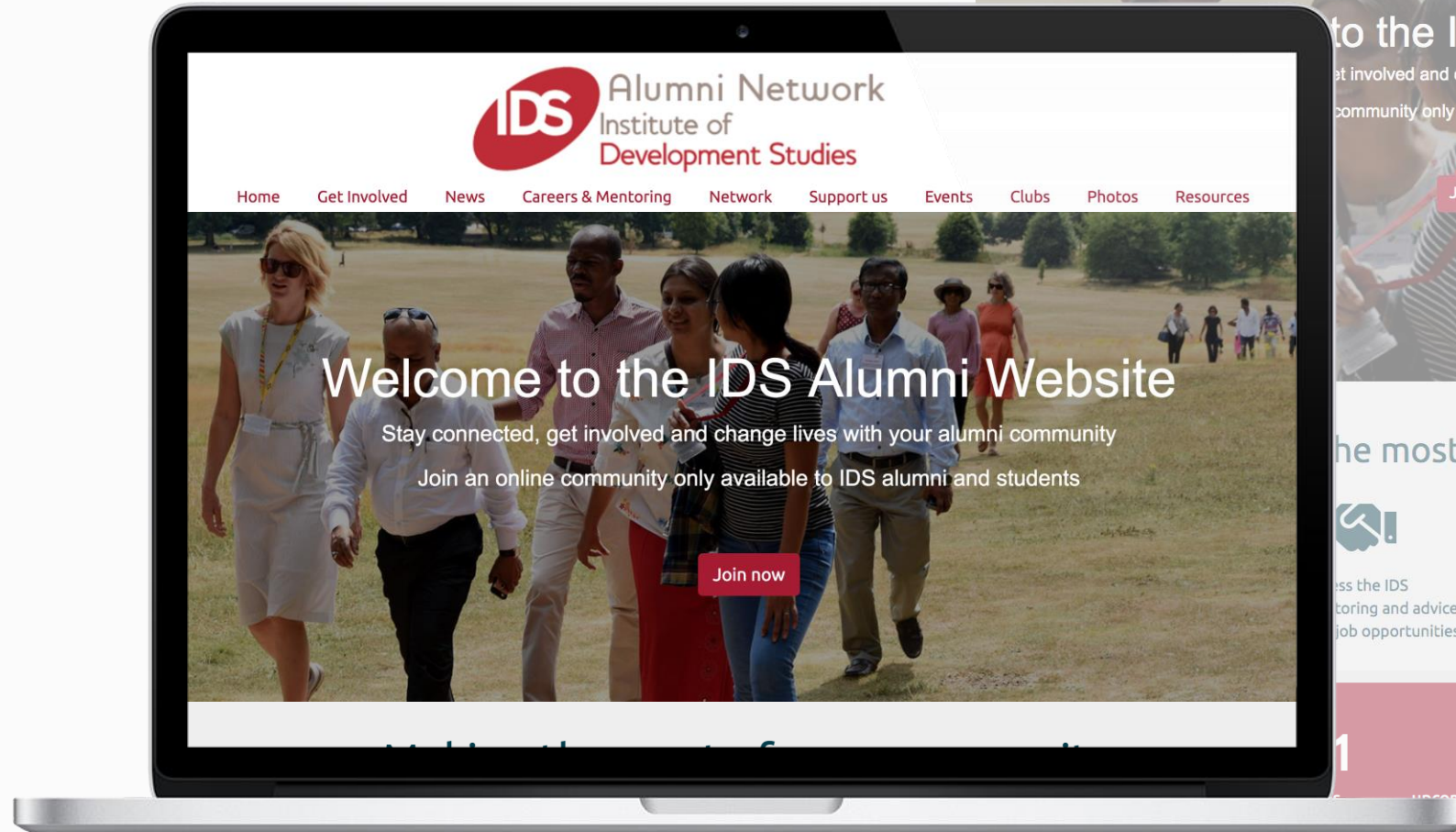
Friends

Volunteers

Content

Events

Positivity

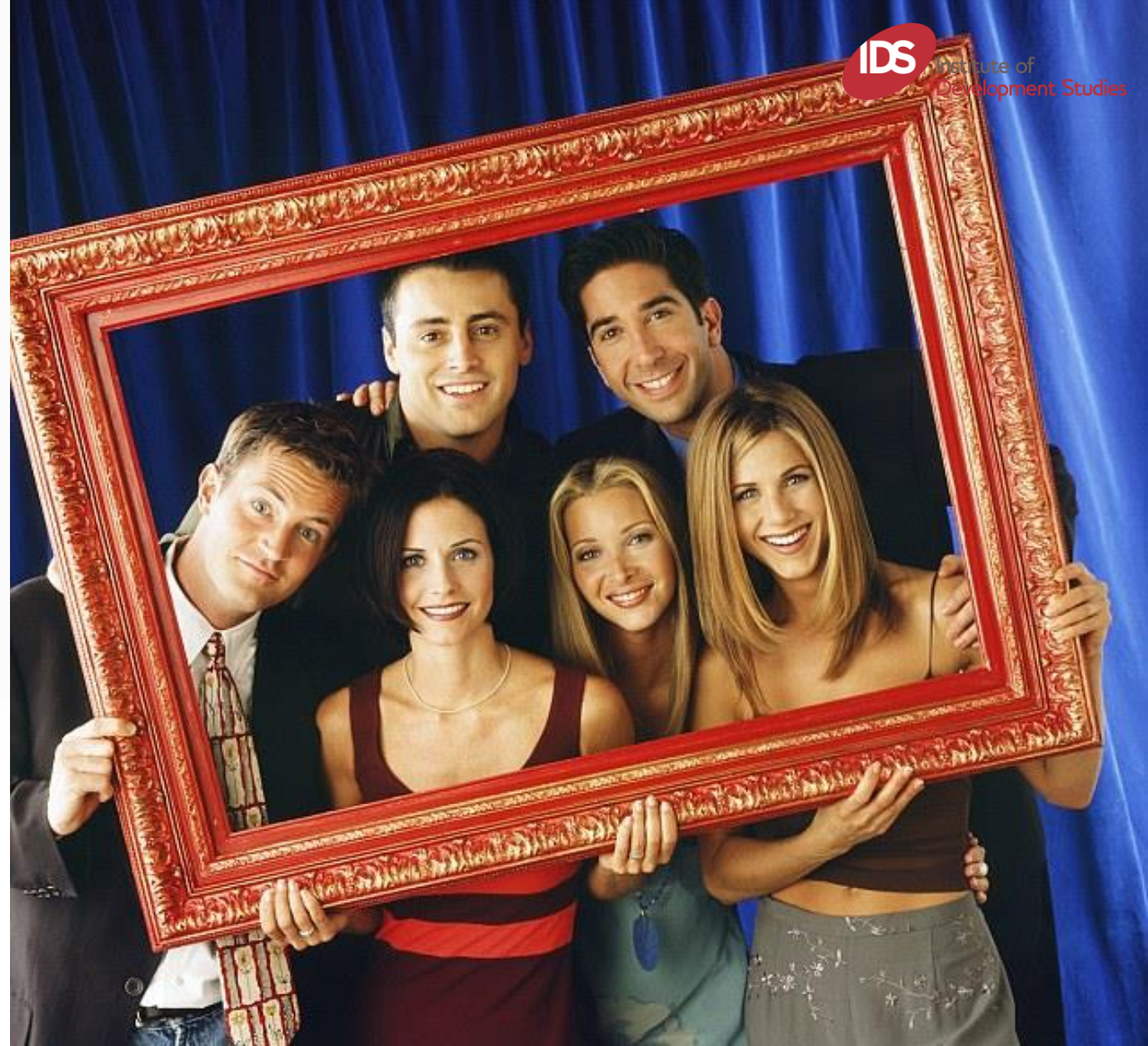


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# How is it done?

## Internal Resources

- ★ Communications team
- ★ Teaching team
- ★ Strategic Leadership Group
- ★ Researchers



# How is it done? Volunteers

## 27 Alumni Ambassadors, 15 strategic locations



## 52 featured mentors



## Alumni Advisory Committee

Who are the current members of the Alumni Advisory Committee?

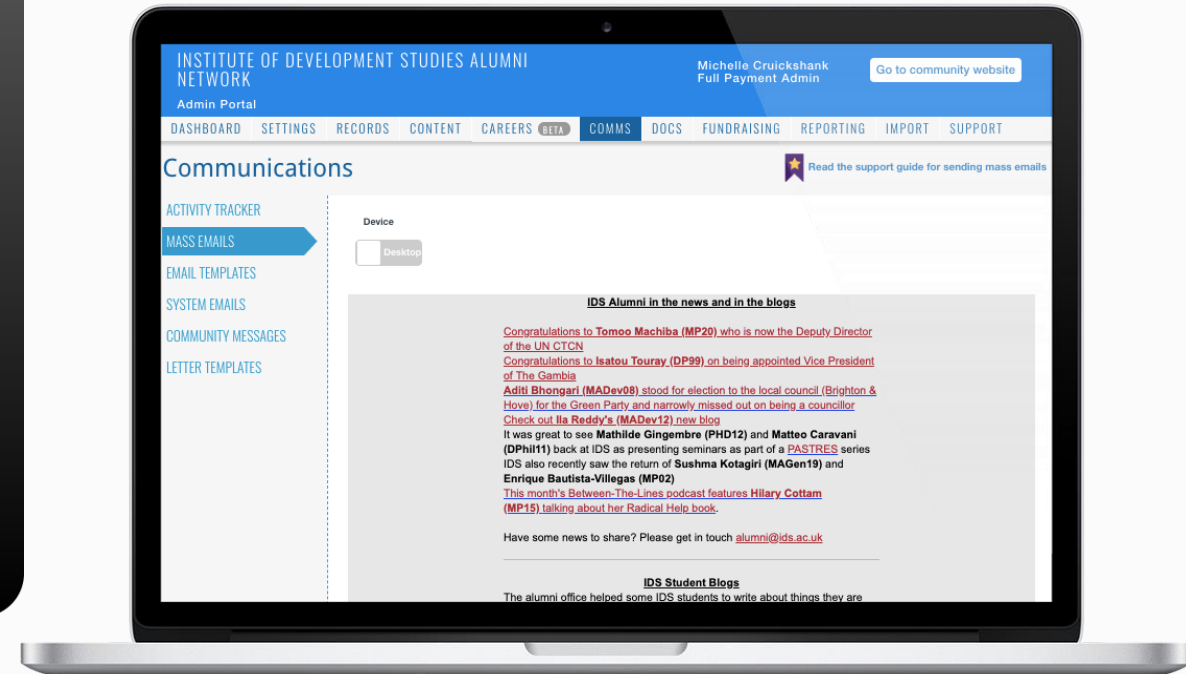
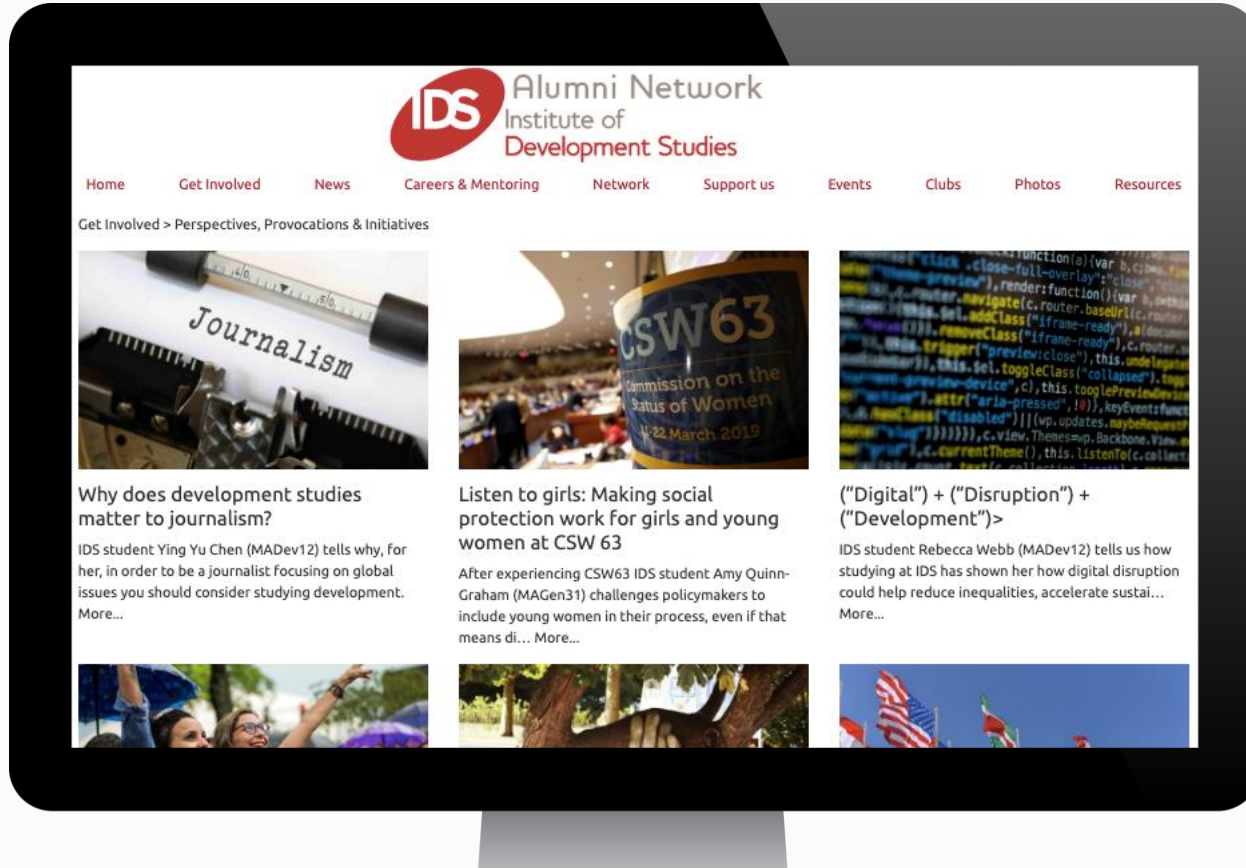
[Esther McIntosh](#) (MAGov01)  
[Sarabe Chan](#) (MAPov09)  
[Andrea Papan](#) (MA13)  
[Milasoa Chere Robson](#) (DPhil08)  
[Ram Arya](#) (MP26)  
[Nkoyo Toyo](#) (MAGov01)  
[Ahmed Jilani](#) (MADev04)  
[Linda Waldman](#) IDS Director of Teaching & Research Fellow  
[Keetie Roelen](#) IDS Research Fellow & Co-Director of the Centre for Social Protection  
[Seife Ayele](#) IDS Research Fellow

## 35 Club Managers



# How is it done? Content

Curated - Social media - Regular newsletters



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# How is it done? Events

Institutional and side events

Casual dinner and drinks budget

Alumni Fund



# How is it done? Positivity

**Be kind to yourself, let it go!**

**Separate work and home**

**Use resources wisely**

**Connect with other development/alumni relations**

# DEEP IMPACT



## What about the impact?

- ✓ Lead a network of critically thinking, people focused development practice and policy
- ✓ New research, KIP, and teaching partnerships
- ✓ Platform for a diversity of views on international development issues
- ✓ Influencing opportunities in countries, institutions and governments
- ✓ New students



**WHERE**

**WHAT**

**WHEN**

**WHY**

**HOW**

**WHO**