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# Engaging International Graduate Alumni

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# Tracking graduate alumni – international and domestic

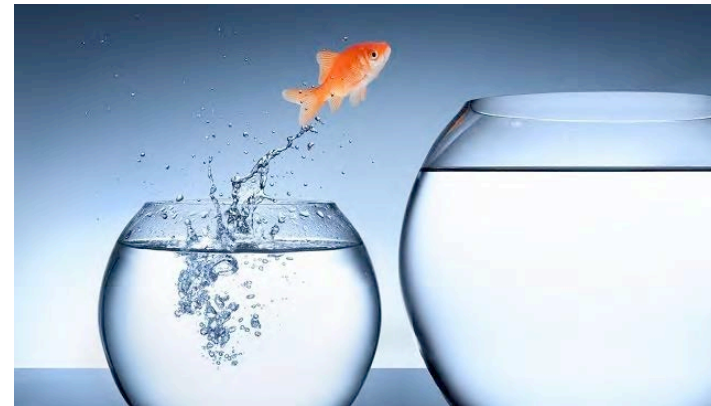
Where UCLA is now

**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)

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# 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 1<sup>st</sup> destination*

*Master's exit survey: new in 2016*

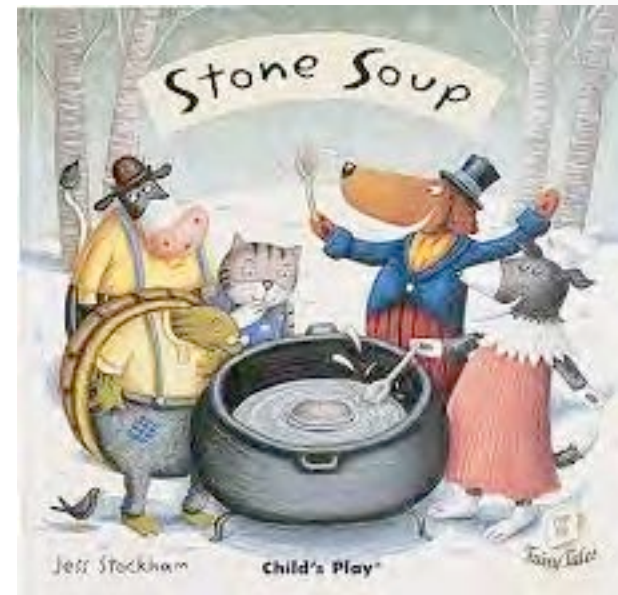
*UC-wide doctoral degree recipient survey*

### 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

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# 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

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## 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.



Cy Twombly