

# Alumni Relations

International staff training week

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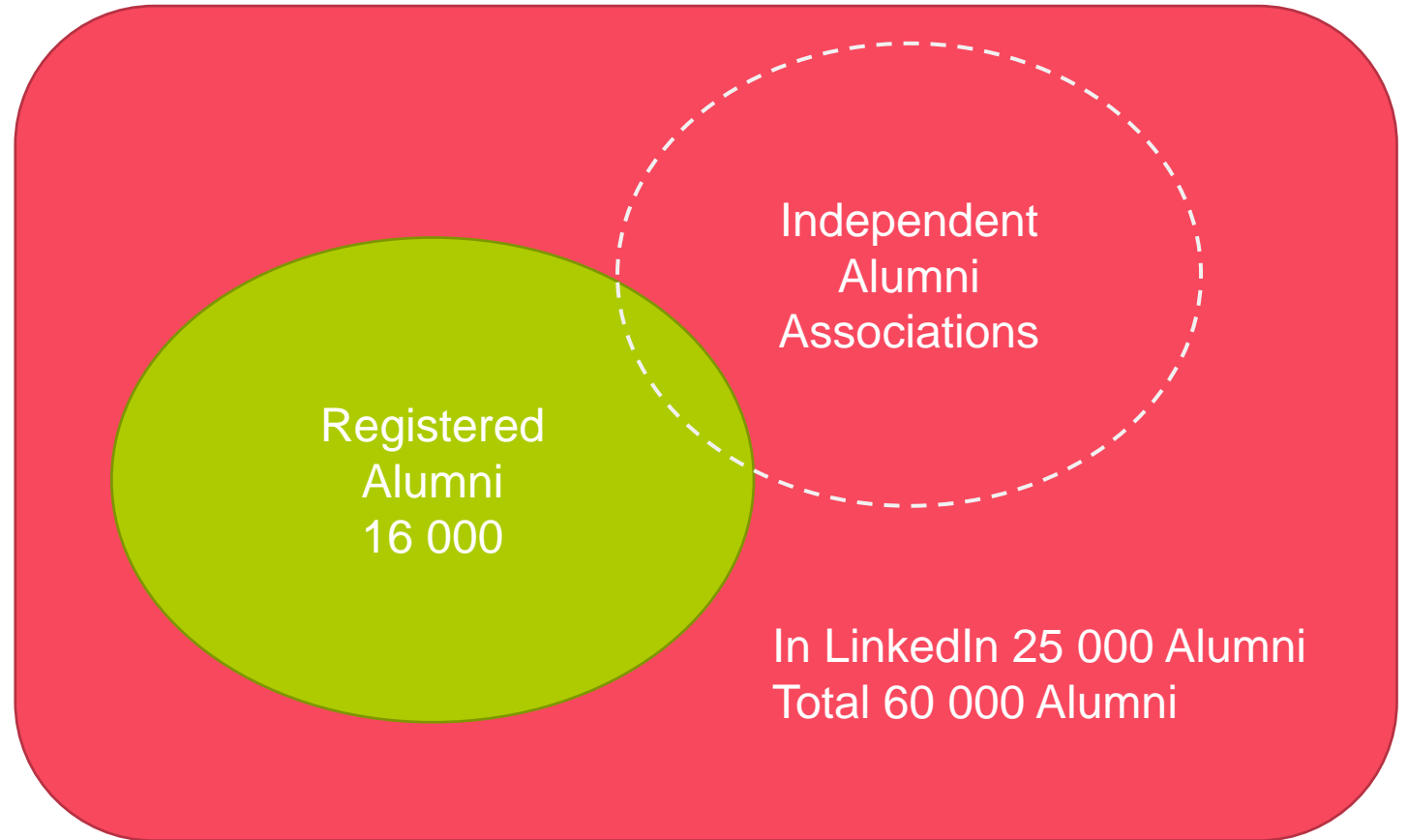


UNIVERSITY  
OF TURKU

# Alumni Relations at the University of Turku

The alumni of our University include all the graduates and employees of the University of Turku and Turku School of Economics.

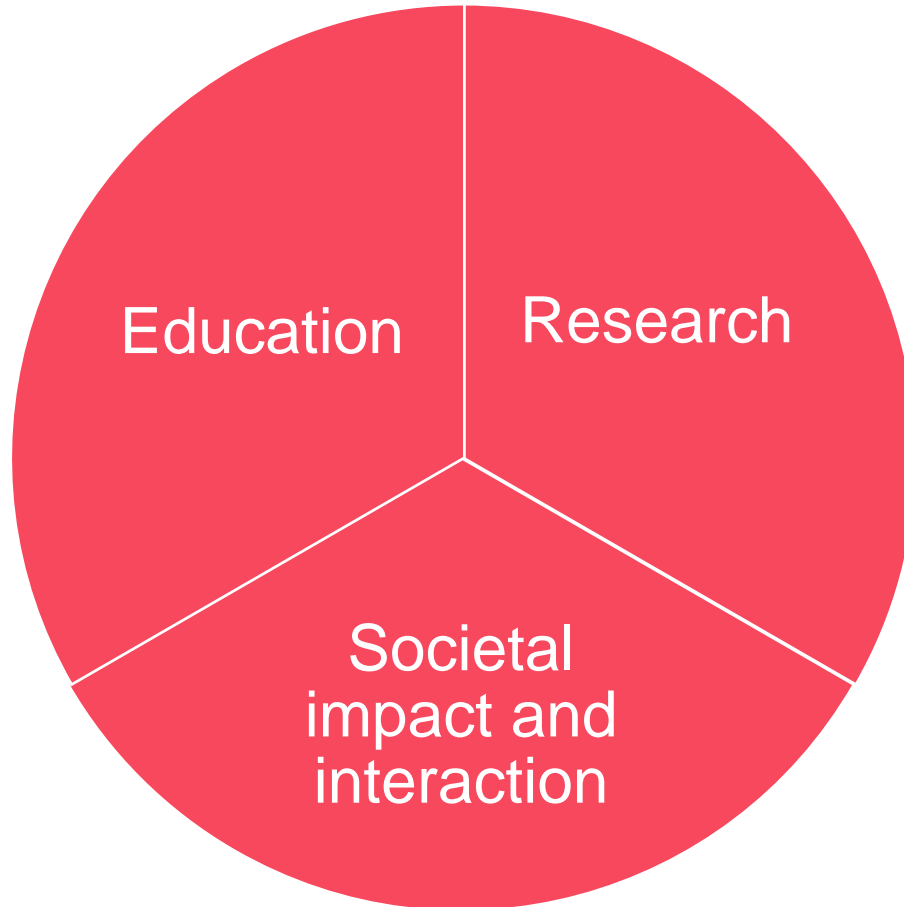
The alumni form an important interest group to us.



# Alumni relations

Alumni relations support all three main tasks of the university.

Alumni relations form the basis for the university societal interaction and external partnerships.



# Alumni & Students

# Students are the Future Alumni



We hope every student could

- feel himself/herself welcome at the university,
- be part of community,
- be inspired by the academic studies,
- have confidence about his/her individual competences, employability and future prospects.

If we succeed in all this – we are likely to have happy alumni - and graduation does not mean goodbye but rather *'auf wiedersehen'*!

# Alumni relations in practice

**Our aim is to support students in their professional growth during their studies and in their employment after graduation.**

- Alumni relations integrated to curricula
  - Alumni guest lecturers
  - Study visits in companies
  - Internships
  - Project courses with real working life assignments
- Social events for alumni and students
  - Mainly organized by the student clubs
  - Tacit knowledge
  - Contacts and networks



# Mentoring Programme

- 16th annual programme in implementation
- Joint coordination of alumni relations and career services
- Multidisciplinary programme for all faculties
- Students motivation is the crucial factor
  - Application and motivation letter
  - Recommended for masters students
- Mentors are volunteers
  - According to feedback, the experience is highly valued.

# Alumni & University



# Lifelong Relationship

Fundraising

Lobbying

Business  
co-  
operation

Employabili  
ty

Marketing

Reputation

Volunteer  
ing

Alumni relations support the societal interaction and impact.

Alumni are part of the academic community.

High quality education forms the basis for the lifelong relationship.

# What can we offer to our alumni?



- Continuous learning and further education courses
- Professional events and networks
- Collaboration opportunities
- Newest research findings and science news
- Highly skilled graduates

# Alumni relations in practice

## Limited resources

- Alumni relations at the university level
  - CRM / Alumni register
  - Alumni communications: newsletters, social media channels
  - Development support to faculties
- Alumni contact person in each faculty
  - Faculty level alumni days annually



# What's new this year?

- Starting international alumni work in small steps
  - Building of international alumni network
  - Communication in English
  - Collaboration with international master programmes
- Contact portal
  - Part of the CRM development
  - Alumni will get own access to the alumni register

**Thank you!**



**Have a nice summer!**