

# INTERNATIONAL EDUCATION SERVICES CONFERENCE 2018

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## International Alumni Ambassadors

Engaging your biggest advocates in support of your international objectives

Creating culture specific alumni strategies in South Asia

Sponsored by

# Session Overview

## Study UK Alumni Engagement Strategy

- Bryony Inge, Study UK Alumni Manager, British Council UK

## Alumni Strategies & Engagement in South Asia

- Saman Imtiaz, British Council Pakistan
- Sunit Koli, British Council India
- Molly Southwood, University of Bath

## Alumni Voices: Employability, Challenges, Opportunities & Support

- Nayomi Shah, alumna from India, graduate of Leeds Beckett, now working for the NHS
- Henna Saeed, alumna from Pakistan, graduate of MMU, now broadcast journalist

# Study UK global alumni strategy

## **PURPOSE..**

Through our alumni engagement work as part of the Study UK campaign, we aim to:

**create a virtuous cycle that  
supports and sustains the  
UK's international education  
position globally**

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DISCOVER YOU



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BRITISH COUNCIL  
ALUMNI AWARDS 2018  
STUDY UK DISCOVER YOU  
GREAT BRITAIN

# Study UK global alumni strategy

## Positioning and awareness raising

Alumni Awards & associated public relations

## Professional development

Career development workshops, MOOC, job fairs etc

Professional networking events

## Research & insight

Annual alumni survey





# Study UK alumni employability facilitation – India and Pakistan

India	Pakistan
Study UK Alumni Awards	Study UK Alumni Awards
Career Summits	Corporate Initiative – Employers’ Fairs
Alumni Conference	Alumni Mentoring
Ambassadors	Ambassadors - Guest Speaker Programme
Ambassadors for recruitment	Ambassadors for recruitment

# Study UK Alumni Awards – India and Pakistan

- Recognise and honour outstanding achievements by alumni
- Cater to entrepreneurs, professionals and social leaders – alumni who have exhibited drive to make significant changes in their own lives, communities and countries
- Connect a powerful network of change-makers with government and private sector partners
- Creating a regional and global platform over 3 years in succession



## India - Career Summits

## Pakistan - Corporate Initiative – Employers' Fairs

- Platforms to assist returned UK alumni with employment opportunities
- In place since 2012/13
- Held in home countries and in UK
- 500 plus UK alumni from India and 500 plus UK alumni from Pakistan
- Alumni use this opportunity to interview and network with corporates
- Capacity building, professional skills and soft skills development sessions
- 35 plus leading corporate partners

**India-Career Summits  
Pakistan-Corporate Initiative – Employers’ Fairs**

**What’s in it for UK HEIs?**

Platforms to assist UK alumni with employment opportunities  
Since 2012/13 - Held in home countries and in UK

Networking opportunities with corporates and your alumni

500 plus UK alumni from India  
500 plus UK alumni from Pakistan  
- used this opportunity to interview and network with 35 plus key corporates  
- capacity building sessions

Gain insight of the employability market in India and Pakistan

Ideal platform for employers to interact with talented graduates through over 200 interviews of which about 30% alumni were shortlisted

Increase your brand awareness amongst the sector

# Study UK Alumni Conference 2019

## **Objectives**

- Sharing Impact: Ideation and Knowledge sharing
- Capacity building of UK alumni
- Enhance alumni professional networks.

## **Long term objectives**

- Alumni advisory group.
- Encourage UKHEI alumni associations

# Study UK Alumni Ambassadors – Recruitment and brand positioning

- Briefings and orientations
- Recruitment events
- Alumni and parent corner
- Guest speaker programme

# International students and employability – Alumni perspective

## Points to consider:

- Areas where students were helped with employability
- Aspects that institutions could possibly introduce
- Challenges that students faced independently – the work environment

Alumni from India:

Nayomi Shah

*National Health Services*

Alumni from Pakistan:

Henna Saeed

*Broadcast journalist*

# Case Study: Alumni Engagement @ Bath

Founded in 1966

Top 10 university with a strong STEM focus

Approximately 17,000 students

Over 30% from outside the UK



UNIVERSITY OF  
**BATH**



# Challenges in international alumni engagement at Bath

- Alumni express interest in supporting recruitment:
  - to support the university
  - to raise the profile of their own degree
- Volunteering opportunities overseas are limited
- Alumni chapters are difficult to maintain
- Graduates want practical engagement opportunities

# Bath Connection - Alumni Ambassadors

- Discussions began in 2012
- Pilot programme in Nigeria and India in 2017
- Extended 'Bath Connection' platform with cross-institutional working group
- Alumni Ambassadors platform launched in April 2018 to international PGTs
- Over 200 Alumni Ambassadors currently registered
- Offer-holders who engage are 3.2 times more likely to convert to students



# Bath - Recruitment Events

Alumni represent the university at schools and fairs

Recruitment team request support through Alumni Office

Ambassadors are given access to 'digital library' ahead of events



# Alumni supporting international mobility

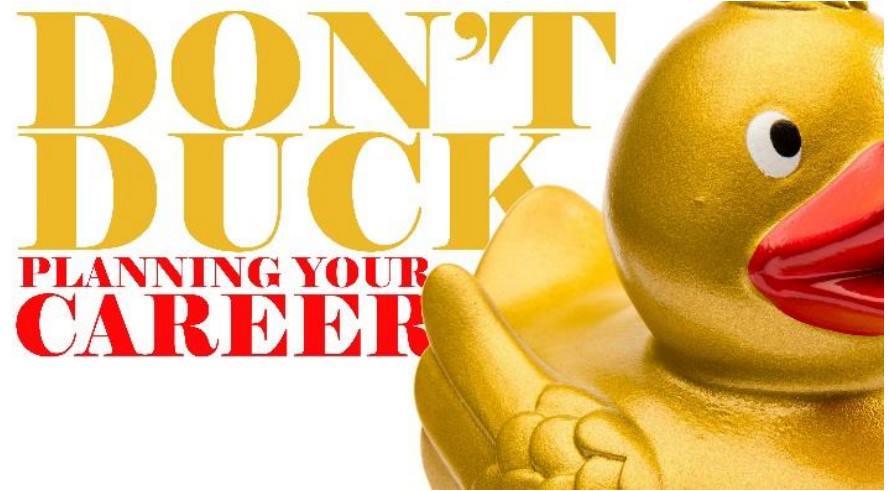


## Get Connected events

2017 – 1,137 attendees

2018 to date – 1,080 attendees

**Bath Connection networking platform**  
Over 600 Alumni Experts outside UK



# Thank you!

Questions for the panel...

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