



***DOST: FRIENDS FOR LIFE***

**WORLD ALUMNI LEADERSHIP CONFERENCE**

A FORUM FOR SHARING OF BEST PRACTICES IN ALUMNI RELATIONS

**JULY 18, 2010**

**CONRAD HOTEL**

**ISTANBUL, TURKEY**

PRODUCED BY THE

**YALE GLOBAL ALUMNI LEADERSHIP EXCHANGE**

*DRAFT ITINERARY: FOR DISCUSSION PURPOSES ONLY*



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### **INTRODUCTION**

Many world leading universities have successfully established joint programs and exchanges for faculty, staff, and students, but few have yet to fully engage in shared programs for alumni to meet as representatives of their universities.

In recent years institutions in the US have made significant investments in alumni relations, primarily because these universities, both private and public, depend heavily on financial contributions from alumni for operating and endowment support - as well as wanting advice and counsel from alumni. Often, the difference between a good university and a great university is the willingness of alumni to contribute significant resources. Most universities outside the US however - because they have been historically supported by government - have had little need to create or foster alumni associations.

But in this increasingly complex global economy universities now recognize that they too must compete for resources to attract the best students and faculty. As has been evidenced in the US, alumni associations are key to successful fundraising efforts - so vital to the long term financial health and growth of our institutions. Also, alumni often provide critical advice in their areas of professional expertise, acting as “consultants” to the management team at a university.

In 2008 the Association of Yale Alumni piloted a program – the Yale Global Alumni Leadership Exchange<sup>1</sup> - with the Australian National University (ANU). More than 50 Yale alumni and staff traveled to Canberra for a week of fellowship, cultural exchange, and, most importantly, the sharing of best practices in alumni relations with the alumni and staff of ANU. Similar exchanges have since taken place between Yale, the University of Tokyo, and Cambridge.

In July of 2010 the alumni of YaleGALE will come to Turkey – a country of strategic importance to Yale - to share best practices in alumni relations and explore opportunities for alumni collaborations among the leading universities of Turkey. An integral part of the visit will be the World Alumni Leadership Conference, to be held at the Conrad Istanbul Hotel. Entitled “Dost: Friends for Life,” the purpose of the conference is not only educational - how to create and sustain alumni organizations – but also collaborative. Alumni from leading universities will be able to share the best practices that foster alumni communities, or “friends for life.”

Yale has a long history of alumni relations programs, dating back to 1792 when graduates first organized class reunions – or “homecomings.” Since that time Yale graduates have also organized themselves in regional clubs or associations, as well as groups based on their shared interests or vocations. Indeed out of Yale’s total population of 130,000 alumni, more than 5,000 are currently involved in leading more than 400 different alumni associations, ranging from associations based on their class year to associations based on their interests as athletes, musicians, actors, and debaters among many, many others.

It is a leadership delegation of these alumni who will travel to Istanbul next July to conduct workshops at the Conference on alumni activities at Yale and at American universities in general. In turn, with visits to many of the leading Turkish universities, these leaders hope to learn of the great opportunities and challenges facing universities in Turkey, and to develop a shared platform for future alumni collaborations. We are certain that, base on our experience in Australia and Japan, that there will be great results for all - newfound friendships that will last a lifetime!

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<sup>1</sup> YaleGALE

## **BASIC FACTS**

*What:* World Alumni Leadership Conference

*Purpose:* To share best practices in alumni relations among world leading educational institutions and to discuss ideas for collaborative alumni efforts.

*Where:* Conrad Istanbul Hotel

*When:* Sunday, July 18, 2010, 8:30 to 17:30

*Who:* We welcome graduates of Turkish universities, alumni association directors, and any other university staff members who have an interest in learning about alumni relations. In addition, alumni from the institutions of IARU<sup>2</sup> are also invited to share their best practices and to strengthen their alumni communities in Turkey.

*Hosts:* Alumni leaders of YaleGALE, a program of the Association of Yale Alumni  
Katherine Edersheim, Chair, YaleGALE Committee, Association of Yale Alumni  
Mark Dollhopf, Executive Director, Association of Yale Alumni, Yale University

*Cost:* The conference is free. A buffet lunch will be offered in the Exhibition Hall for \$25.00 per person.

### *Possible Topics for Discussion:*

- Alumni association governance structures
- How to begin an alumni association
- Relationship of alumni associations to fundraising and development
- Alumni communications – magazines, newsletters, internet and mail
- Homecomings, reunions, conferences, and special events
- Clubs, or local regional alumni associations
- Shared interest and affinity groups
- Social networking
- Lifelong educational opportunities
- Educational travel programs
- Budgets and university allocation of resources
- Volunteer cultures – why alumni volunteer or not
- Benefits offered by institutions to alumni
- Student mentoring programs
- Career counseling for alumni

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<sup>2</sup> International Alliance of Research Universities: Australia National University, ETH Zurich (Swiss Federal Institute of Technology Zurich), National University of Singapore, Peking University, University of California, Berkeley, University of Cambridge, University of Copenhagen, University of Oxford, the University of Tokyo and Yale University



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## CONFERENCE AGENDA

*[This is a working draft subject to change.]*

YaleGALe and Yale will host an open conference on alumni relations for Turkish universities and for alumni of the IARU universities. The program will feature opening and closing plenary sessions, four workshop sessions and a major exhibition of alumni programs led by Yale alumni.

### 8:30–9:30 **Breakfast**

*In Exhibition Hall*

Exhibition Hall will feature booths hosted by Yale alumni and dedicated to various aspects of alumni relations. Participants can wander about to visit booths of interest to them and collect information about the various activities. Sample exhibits:

- Association of Yale Alumni Governance Model
- Five Year Class Reunions or “Homecomings”
- Class Activities: Dinners, Regional Events and Travel Programs
- Regional Club Activities and Organization
- Online Courses and Educational Programming
- Yale Global Day of Service: Local Community Service Initiatives
- Yale Alumni Service Corps: Alumni “Peace Corps”
- Yale Alumni Fund: Annual Fundraising Programs
- Shared Identity Groups (e.g. Latino, Black, Asian American associations)
- Affinity Groups (e.g. Yale Alumni Chorus, Yale Football Alumni)
- Bulldogs: Student Internship Programs
- Student Community Service Fellowships
- Career Mentoring
- Career Networks
- Educational Travel

### 9:30–9:50 **Opening Remarks** “The Emerging Importance of University Alumni Relations in a Competitive Global Economy”

*Banquet Room*

### 10:00–10:45 **Session 1: Workshops by Area of Interest**

*Salons A, B, C, D, E, F*

Six different breakout sessions grouped by area of interest and attended by alumni of all universities. Sessions will address alumni relations concepts such as regional clubs, class activities, community service programs, organizational structure, communications, and fundraising - attendees organized by interest

#### **Breakout #1:** “Steps in Creating an Alumni Association”

What are the planning steps necessary to create an effective alumni association? What are appropriate governance models? What is the relationship to the university?

#### **Breakout #2:** “Engaging Young Alumni”

Why would young alumni (under 30 years of age) be interested in attending alumni events? How do they differ from older alumni? What are their needs and expectations? How do you effectively market to young alumni?

#### **Breakout #3:** “Event Management: Planning a Successful Reunion or Homecoming”

What are the steps in creating an event that alumni will want to attend? What are appropriate venues and price points? Who should organize such events – professional staff or volunteers?



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**Breakout #4:** “Motivating Volunteers to be Effect Leaders”

How do you recruit and motivate alumni to volunteer their time to create and run successful alumni organizations? How do you keep alumni involved for the long term?

**Breakout #5:** “Integrating Alumni Relations and Fundraising”

How can an effective alumni relations program lead to successful fundraising? What are the steps in creating a successful annual fund? How do you motivate volunteers to be effective fundraisers?

**Breakout #6:** “Organizing Alumni Activities Around Shared Interests or Identity”

How do you create alumni networks based on common interests such as athletics, theater, or music, or shared vocational interests such as law, journalism, finance, or entertainment? How do you find alumni with common interests and get them together?

**11:00-11:45 Session 2: Workshops Designed Specifically for each participating Turkish University**

*Breakout Rooms to be assigned*

Multiple sessions (the number of sessions depends on the number of universities participating) grouped by university, each limited only to alumni from their school and IARU guests. Sessions will address topics requested in advance by each university.

Universities currently on the invitation list include Istanbul University, Boğaziçi, Sabancı, Bahçeşehir, Anadolu, Bilkent, and Yaşar (Alumni from the International Alliance of Research Universities of Oxford, Cambridge, Tokyo, National University of Singapore, Australian National University, Yale, Berkeley, Copenhagen, Zurich ETH, Peking will be invited to share these sessions.)

**11:45-13:15 Networking Lunch** (available for purchase or paid by universities) in the Exhibition Hall

Opportunity for alumni to explore the Exhibition Hall, network and discuss ideas.

**13:15-13:30 Afternoon Opening Remarks**

Introductions and overview of the afternoon sessions.

**13:30 - 14:15 Session 3: Workshops by Area of Interest**

Repeat topics from Session 1 to allow alumni to learn about a second topic (other topics to be added if there is interest)

14:15 - 14:45 **Coffee break** in Exhibition Hall

**14:45 - 15:30 Session 4: Workshops Designed Specifically for each University**

As in Session 2, addressing topics requested in advance by each university.

**15:45 - 16:15 Plenary Closing Remarks** “Next Steps for Alumni Initiatives in Turkey”

*Banquet Room*

16:15 - 17:30 **Wine and Cheese Reception** in Exhibition Hall