



# Letting the data drive or how CBS taps into social media to grow an alumni strategy

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# Overview

- Introduction
- Student life cycle
- Copenhagen Business School
- History of the project
- Alumni in the rest of the world
- Alumni in Scandinavia
- Alumni@CBS - project scope
- Demo
- Q & A



# Anne Sluhan

- M.A. Univ. of Toronto, MBA at CBS
- Work in higher education since 2001 – program management, operations, management of research, internationalization of HE, IT development, etc.
- Intention - Develop lean systems to support business needs of HE

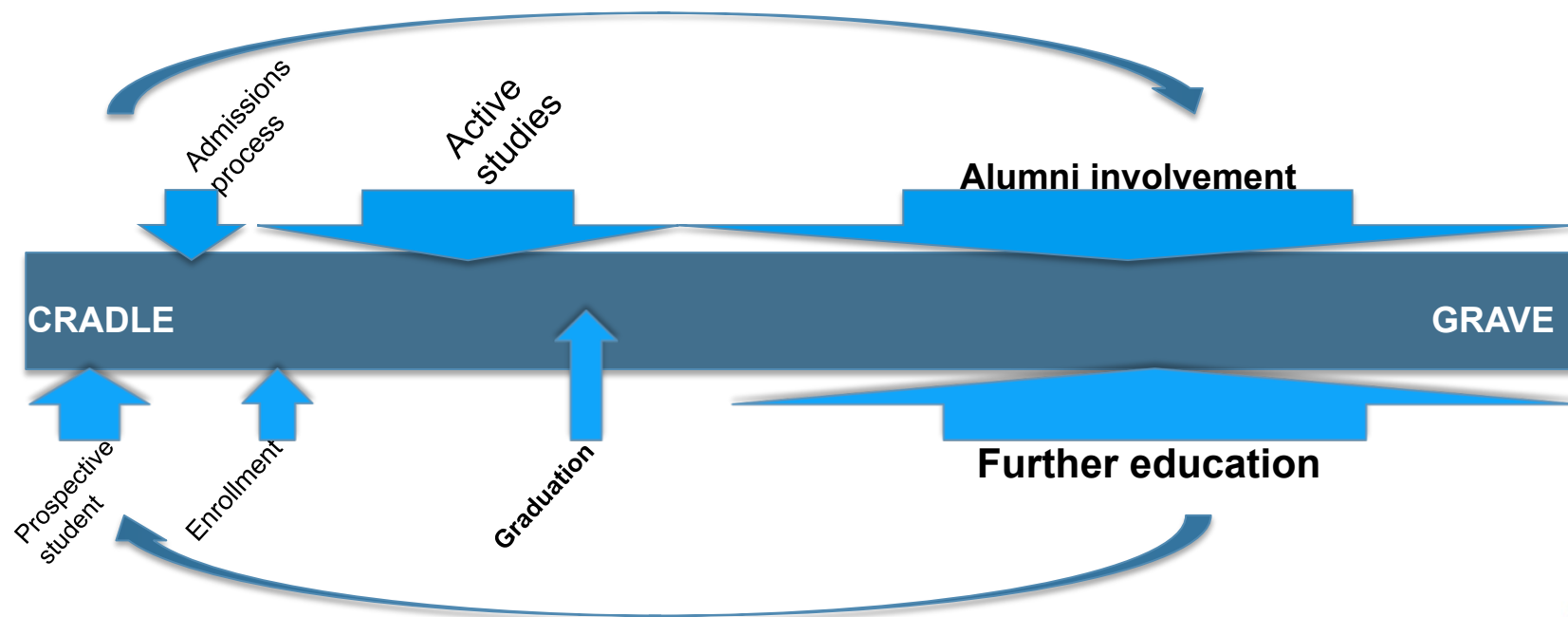
***“The work of higher education should be on the people it serves, not on its administrative services”***



# Student life cycle – from cradle to grave

## When your customer is also your product ...

- Product development should underpin university success in various stages of the student life cycle
  - Admissions, Current student management, career placement, graduation and transition to alumni status
  - Ongoing relationship with alumni for business critical needs



# Copenhagen Business School (CBS)\*

- Situated in Copenhagen (Frederiksberg) – population ca. 1.7 million
- Founded in 1917 by business leaders in Denmark
- Governed by the Danish Universities Act of 2003 under the Ministry of Science, Technology, and Innovation (ergo, public)
- One of the largest business schools in Europe with over 19 000 students
- 50 degree programs at undergraduate (17), graduate (22), diploma programs (2), Executive masters (9), and at the PhD level
- International students – degree-earning & exchange (pop. 2 942)
- Balanced ratio of incoming/outgoing exchange students in Denmark.
- Publicly financed university – 75/25 financing model based on domestic taxation – Funding 169.3 million Euros
- 614 fulltime faculty, 792 part-time faculty, 617 administrative staff

\*CBS Facts and Figures 2012



# Alumni@CBS - background

- CBS Management set out in December 2010 to establish an alumni program –
  - Goal – FUNDRAISING
- Alumni effort to be anchored at the Office of External Affairs
- Interest in maintaining contact with CBS evident:
  - CBS Alumni group on LinkedIn – one of the largest public LI groups in Denmark
  - Culture of relating to CBS via degree programs
  - Sub-sets of alumni groups situated around organization
- Internal demand for better business intelligence about our alumni



# Alumni development in the “rest” of the world

- Cradle to grave mentality (in particular North America)
  - Nurtured sense of association with your alma mater
- Fundraising strongly incentivized via tax breaks
  - Sponsorships of research professorships
  - Endowments of student scholarships
  - University endowments
  - Sports endowments
- Mentoring of current students
- Career counselling
- Sponsorships of entrepreneurial endeavours – startup support for new entrepreneurs
- Construction projects/buildings
- Philanthropic activities
- University boards of directors/trustees – earmarked alumni participation
- Etc.



# Alumni development in Scandinavia (DK)

- Financing NOT incentivized (no individual tax incentives)
  - Corporate incentives exist
  - Career tracking and counselling
  - Mentoring programs
  - There are obvious gaps, but a growing interest ...
- 
- CULTURAL FIT must be assessed – *what works in North America will most likely not be appropriate for Denmark*





# Alumni@CBS concept

- CBS must locate alumni around the world via use of modern technology
  - “Meet alumni where they are”
- CBS should be able to maintain contact with alumni efficiently
- Alumni must be able to update their profile information **one** place and thus share contact/professional updates with CBS.
- The system owners must maintain and communicate **relevant** information about alumni with Management for the purpose of better BI – rankings, accreditation, etc.
- Alumni should receive increasingly more relevant information from CBS based on an ever-improving relationship (CRM)



# Alumni@CBS scope

- Utilize social media to gather alumni information – only with their consent
- Create a CBS relevant CRM
- Connect AlumniCRM to internal student system – sync student data
- Upon registration of alumna/us with consent, validate LinkedIn profile w/student data

Begin a dialogue, learn more:

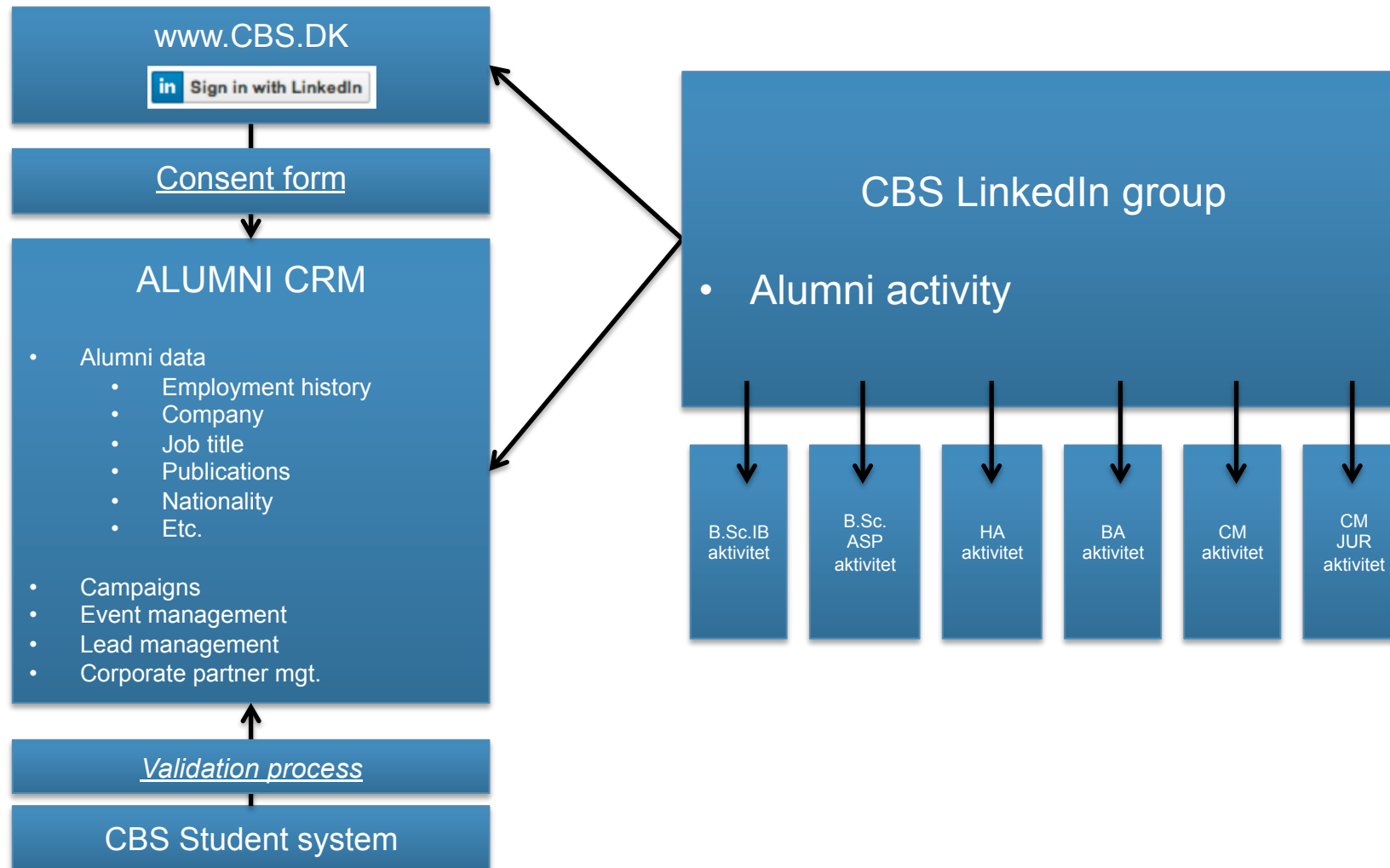
Allow emergent strategy to take form ... let the data drive

“When we know more, we will know better how to do more”

What does it look like?



# Alumni@CBS architecture



# Demo

Show the flow from an alumna/us who wants to logon for the first time:

- This person does not remember his Social Security Number in Denmark, so he enters his DOB, name, an email address, and a telephone number
- Next he gives CBS consent to do the match-up with student data
- The alumnus is matched with information from the student database, and his LinkedIn profile is thereafter displayed
- The site offer suggestions for other groups to join
- Then the administrator can go into the CRM to check status of person who 'applied' for membership.
  - This alumnus shows up in CRM as a successfully matched person.



# Alumni@CBS summary

- Long term strategy – we build more focused relationship building with our alumni
- We get real-time information
- We will subsequently create targeted information & marketing (we know who they are)
- Continue to support locally-run alumni groups with de-central ownership of activities



# Questions?

## Thank you

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