



On-line Communications and Resources for Alumni

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Overview

- Online communities provided by vendors
- Third party sites (Facebook, Xing, LinkedIn, etc.)
- Non-web communications: Mass e-mail, e-newsletters



Vendor-built Communities (1)

- North American market
 - iModules, HarrisOnline, PCI, Affinity Circles, NetCommunity (Blackbaud)
- European market
 - YourMembership, IntraWorlds, Datalotsen



Vendor-built Communities (2)

- Advantages
 - Designed for this purpose
 - Economy of scale (they have many clients)
 - User community (other institutions)

- Disadvantages
 - Expense (set up fee + annual fees)
 - Customization difficult
 - Loss of authority by “official” sites (trend)



So-called “Free” Solutions

- Microsoft Windows Live@edu
- Google Applications for Education
 - May infringe upon the EU’s “open procurement process” for software
- Talk to your institution’s central IT (computing) personnel



Online Networking: Business vs. Social

Business

LinkedIn

Xing

Ecademy

Spoke

Social

Facebook

MySpace

Friends Reunited

Bebo

Passado

Skyblog

Netlog

Profile Heaven



Online Networking: Business vs. Social

Business

- Résumé-like profiles
- No photographs or other digital media
- Find leads, clients, job candidates
- Make business contacts

Social

- Personal profiles
- Photo albums, videos, and music
- Find activities and social events
- Connect with old friends; make new ones

Convergence between these types of sites



Participating in Social Networks

- **Benefits**
 - Alumni already using these sites
 - Provides a service that you cannot
 - Visibility for institution and its alumni
 - Can drive traffic through your site
 - Increases communication with key group
 - Counteract loss of respect for official sites
- **Problems**
 - Only reach some fraction of alumni
 - Little data back into your office
 - Likely to be replaced with some other service



LinkedIn.com




- 19,000,000 professionals are members
- Profile-based system
- Job postings
- Organizations can host a group
 - Group logo or symbol in profile
 - Members can send messages directly
 - Organization gets limited data back



LinkedIn for Groups

- Depicts the common experience that connects the members of a group
 - College/school alumni associations
 - Corporate alumni
 - Conference participants
 - Professional organizations
- Changes planned for later this year

Groups you share with Andrew:

	Monterey Fisher GSIB member
	Caltech Alumni Association member
	AlumniNets member



People Search Results

Showing the first 500 users in your network matching your criteria.

[refine search results](#)

• only Caltech Alumni Association members • Sorted by: **degrees away from you**

YOUR NETWORK (500)

LINKEDIN NETWORK

[What do these icons mean?](#)

Richard Hsu FEATURED

Partner at Townsend and Townsend and Crew LLP

San Francisco Bay Area | Law Practice

1st



70



500+

Current: Partner at Townsend and Townsend and Crew LLP

Past: Venture Law Group PLC; Cyrano Sciences, Inc. (Smiths Detection);... [see more](#)

Groups:

Elizabeth Allen

Assistant Director for Communications at the Caltech Alumni Association

Greater Los Angeles Area | Public Relations and Communications

you



1



79

Current: Assistant Director for Communications at Caltech Alumni... [see more](#)

Past: California Institute of Technology

Groups:

Michael Nelson

Visiting Professor, Internet Studies, Georgetown University

Washington D.C. Metro Area | Information Technology and Services

1st



4



500+

Current: Visiting Professor at Georgetown University

Past: IBM Corporation; Federal Communications Commission; White House... [see more](#)

Groups:



Xing

- 5,000,000 members
- Similar to LinkedIn
 - Profiles for individuals
 - Job postings
 - Groups for alumni
 - Unlike LinkedIn, Xing does provide discussion forums in which members can post comments
 - More “community” type functions



Facebook

- Individuals' profiles, primarily *social*
- More than 60,000,000 users
- Has a large university population
- Allows two ways for organizations to participate (*see notebook*):
 - *Groups* (alumni & students join);
 - *Pages* (alumni & students become fans)

Diversity of Social Networks' Popularity



A chaque continent ses préférences

LES SITES DE RÉSEAUX SOCIAUX LES PLUS FRÉQUENTÉS...

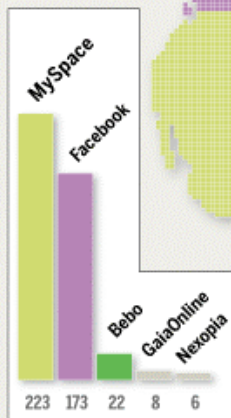
... PAR PAYS	Nom du site	MySpace	Facebook	Bebo	Cyworld	Skyblog	Hi5	Friendster	Orkut	Live Journal
	Nationalité de l'entreprise :	Etats-Unis	Etats-Unis	Etats-Unis	Corée du Sud	France	Etats-Unis	Etats-Unis	Etats-Unis	Russie

... PAR CONTINENT

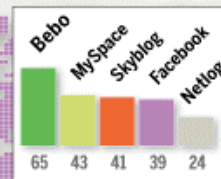
En millions d'heures par mois
(août 2007)

AMÉRIQUE DU NORD

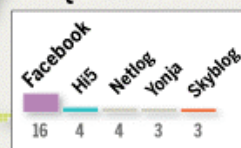
Un quart des inscrits dans le monde.



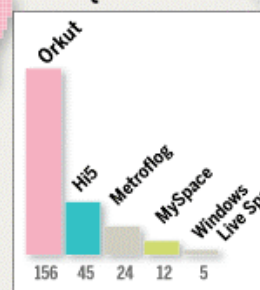
EUROPE



AFRIQUE - PROCHE-ORIENT

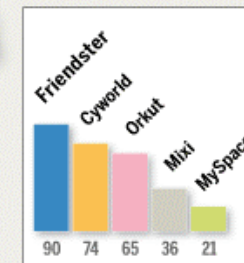


AMÉRIQUE LATINE



ASIE - PACIFIQUE

Un tiers des inscrits dans le monde.



Infographie Le Monde

Sources : ValleyMag août 2007, Datamonitor

Non-web Communication (1)

- Petrus study:
 - “European universities...are placing far greater importance on communication” with alumni (as opposed to fundraising)
 - News is the most widely offered service
 - **Real obstacles:**
 - Funding,
 - Culture, and
 - Staffing
 - *Also, strict privacy regulations*



Non-web Communication (2)

- Electronic-mail
 - Collecting e-mail addresses
 - E-newsletters, or e-mail newsletters



Resources (1)

- Sample e-newsletters
 - *<http://alumni.caltech.edu/news/enewsletter>*
 - Text only (no HTML)
 - *<http://www.lse.ac.uk/collections/alumniRelations/>*
 - Click link for December 2007
 - *<http://www.alumni.nottingham.ac.uk/News/>*
 - Click “Alumni Publications” (at left) then “Latest Issue of Nottingham Alumni e-Newsletter”

Resources (2)

- Universiteit Leiden e-newsletter
 - *<http://www.nieuwsbrief.leidenuniv.nl/leidenlatest/onlineversion.html>*

- Alumni Futures blog
 - *<http://www.alumnifutures.com/>*
 - Links to other blogs, publications, and resources



Thank You!

- Discussion