

CASE ALUMNI MASTERCLASS

How alumni drive institutional advancement in new, comprehensive ways: From recruiting students to lobbying to online communities

THREE QUICK QUESTIONS TO START WITH

- 1 What are new, innovative alumni initiatives at your institution?
- 2 What would you like to do?
- 3 Where are your alumni heading?

Introduction

Alumni: From "external relations" to institutional support pillar

Case studies

- **Integrating the university into society at Bonn University**
- **Alumni as future talent scouts at the University of Tasmania**
- **Alumni lobbying California politicians on behalf of Berkeley**
- **Using LinkedIn to network Caltech alumni**
- **Abusing Harvard's brand through self-interested hyper-networking**

Outlook: The future of alumni relations

- The presentation's duration is set at 75 minutes with about 25 minutes allocated for questions and discussion
- PDF files of this presentation are available on request from the presenter and will be posted on www.alumnifutures.com
- Some future alumni-related presentations:
 - CASE, *Online communities seminar*, 12 March, London
 - DAAD, *International alumni network seminar*, 13-14 March, Bonn
 - Pacific Conferences, *Why alumni matter more than ever*, 4 April, Singapore
 - NAFSA, *Alumni-themed ICG Roundtable*, 28 May, Washington DC
 - ENZ/MinEdu, *International alumni network workshop*, June, Wellington
 - CASE, *The Future of Community and Affinity in an Online World*, NYC, 14 July
 - CASE, *The Online Communities Workshop: Metrics for performance and success*, NYC, 15 July
 - CASE, *TBD*, Brighton, August
 - EAIE, *Building an international alumni network: A practical how-to toolkit Workshop*, Antwerp, 10 September
 - EAIE, *Web 2.0, alumni, and international student recruiting: How it all fits together*, Antwerp, 11 September

- **Alumni relations are being transformed. Rather than being just considered a nice-to-have aspect of external relations management, new best practice alumni relations are transitioning into a comprehensive support mechanism for the entire institution**
- **This session lays out the underlying logic of this transformation and discusses five case studies:**
 - **Integrating the university into society at Bonn University**
 - **Alumni as future talent scouts at the University of Tasmania**
 - **Alumni lobbying California politicians on behalf of Berkeley**
 - **Using LinkedIn to network Caltech alumni**
 - **Abusing Harvard's brand through self-interested hyper-networking**
- **The session closes with an outlook on the future of alumni relations**

Professional

- **Founder and Managing Director of ICG**
- **Director of Business Development with SAP in Silicon Valley**
- **Consultant with the Boston Consulting Group in Munich and San Francisco**

Education

- **D.Phil. and M.Sc. from the University of Oxford, M.A. from Brandeis University**
- **Studies at Bonn and Harvard Universities**
- **Research at UC Berkeley and the Max-Planck-Institute for Human Studies**

Publications

- **More than twenty-five research papers, studies, and reports**
- **Dissertation on *Access to Higher Education in Germany and California* published in *Studies in Comparative Education Series* (Peter Lang, 2002)**

Service

- **Board member, UC Santa Cruz College Eight since 2007**
- **Board member, Bonn University's Universitätsgesellschaft since 2006**
- **President, Oxford University Society San Diego branch from 2003 to 2006**

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Outlook: The future of alumni relations

Alumni have been discovered as an institutional development issue in Europe and Asia...

...yet few institutions seem to put sustained strategic emphasis on building alumni networks...

...while alumni giving and participation rates in many US programs and clubs have been weakening for some time.

The thrust for change is coming from alumni themselves...

...as well as other campus units (e.g.; international recruiting, career services, marketing)...

...resulting in fundamental challenges to traditional alumni relations models and programming.

We are experiencing a strategic broadening of alumni relations

A FUNDAMENTAL SHIFT IS UNDERWAY...

- **Technology developments and societal changes have induced a fundamental shift in the way alumni relate, communicate, and advocate on behalf of their alma mater**
- **Alumni have adopted distinct communication and interaction habits from simple communication platforms such as Yahoo Groups to social communities such as Facebook and MySpace to professional networking platforms such as LinkedIn to virtual worlds such as Second Life**
- **Many of these global communities were built on belonging and communication paradigms. However, increasingly, they focus on enabling interactions from issue campaigns to career development to financial transactions**

Alumni can become an institutional support pillar

- **As a result, smart alumni networks are being transformed into all-purpose, active advancement tools for their alma maters**
- **But institutions need to strategically embrace this change in order to be able to exploit it**
- **Organizational design, job definitions, and programming needs to adjust across the organization**
- **This change dynamic poses dangers to classic alumni relations programs – it is easy to become obsolete in the eyes of alumni**

Who will lead?

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Outlook: The future of alumni relations

- **Founded in 1818**
- **Budget of around Euro 309 million (USD 467 million)**
- **Home to two Nobel Prize winners**
- **Considered Top 10 research university in Germany**
- **Ranked 99th in the 2007 Shanghai Jia Tong ranking**
- **Around 27,500 students (about 4,100 international); 513 full professors; 6,139 employees**
- **An estimated 250,000 - 350,000 alumni; about 3,750 named alumni; 2,632 registered in online portal; two full-time alumni relations staff**

A research strong university in Germany's former capital

A BACKGROUNDER ON ALUMNI RELATIONS AT BONN UNIVERSITY

- **Student enrollment peaked at around 42,000 in the 1980s. Admittance was largely non-selective, no tuition was charged until the fall of 2007, and enrollment offered valuable benefits (health care, transportation)**
- **As with other German universities, Bonn abandoned any vestige of tradition, relationship-building, or networking. As a result, the University has lost touch with around 99% of its alumni**
- **First efforts to build institutional alumni relations were started in 2001 (Alumni Club). Resource and staffing allocation has been bare bones**
- **In 2005, the first *Universitätsfest* was held. It turned out to be a major success and has moved the university (back) into society**
- **Development plans for the University's *Universitätsgesellschaft* call for an ambitious catch up process in the next nine years**

**Connecting the university with alumni and society-at large
is a new concept in Germany**

BRINGING THE UNIVERSITY AND SOCIETY TOGETHER

Universitätsfest 2007



Bonn abandoned its lapse into non-tradition for tradition to reach out

Note: Images copyright Bonn University.

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CASE Alumni Masterclass – 11 April 2008

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Outlook: The future of alumni relations

- **Founded in 1890**
- **Budget of around AUD 281 million (USD 258 million)**
- **Ranked 14th in Australia in 2007 Melbourne Institute ranking**
- **Ranked at position 403-510 in the 2007 Shanghai Jiao Tong ranking**
- **13,274 FTE students (about 1,167 off-shore - 2,199 international); 871 academic staff; 1,138 general staff**
- **62,537 total alumni; 41,450 named alumni; around 11,000 alumni with e-mail addresses; four FTE alumni relations staff**
- **Currently four international alumni branches (South-East Asia)**

A small, sole provider, tightly knit university

A BACKGROUNDER ON ALUMNI RELATIONS AT THE UNIVERSITY OF TASMANIA

- **The University is characterized by a number of factors which impact alumni affinity: Remoteness, sole provider status, close-knit culture, and out-bound migration**
- **Past alumni relations efforts were splintered amongst the Convocation, the Foundation, the Graduation office, and non-institutional alumni groups. As a result, no real alumni network existed beyond Tasmania**
- **More than four years ago University began to structurally address this issue through the introduction of a professional alumni & donor database as well as long-term strategic planning**
- **These change dynamics (still) require broad organizational change dynamics, including the realignment of decades-old units, as well as need for distinct campus units to collaborate**

UTas can draw on a distinct culture and past, basic alumni efforts

BUILDING A GLOBAL ALUMNI NETWORK TO ACQUIRE TALENT AT THE UNIVERSITY OF TASMANIA

Institutional Strategy

UTas developed the EDGE plan in 2004 (excellence, distinctiveness, growth and engagement).

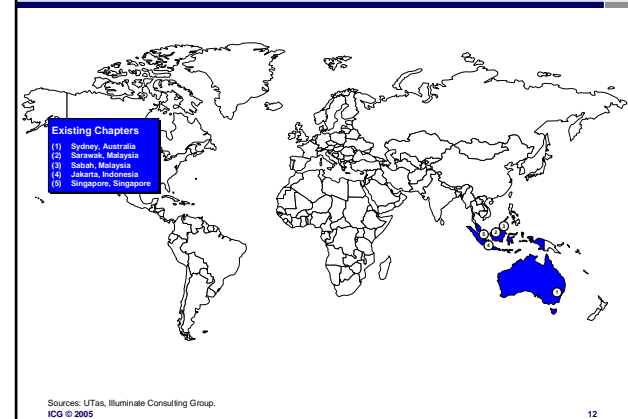
Recruiting talent – both students and researchers – is a key component.

Another imperative is to tap into goodwill, sponsoring and scholarship funding.

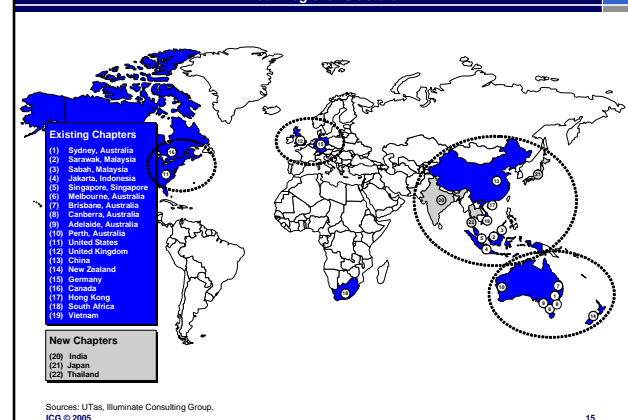
Alumni are playing – and are being given – a role in positioning and recruiting for UTas worldwide, with the US taking a leadership role.

Alumni Network Roll-Out

2005 UTAS ALUMNI NETWORK CHAPTERS



2013 UTAS ALUMNI NETWORK CHAPTER OPPORTUNITIES Four Regional Clusters



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Outlook: The future of alumni relations

- **Founded in 1868**
- **Budget of around USD 1.69 billion**
- **Endowment of \$ 2.06 billion**
- **Home to 15 Nobel Prize winners**
- **Ranked 3rd in the 2007 Shanghai Jia Tong ranking**
- **34,953 students (24,636 undergraduate, 10,317 graduate); 2,047 faculty members; 6,526 academic staff; 12,844 general staff**
- **Around 408,000 total alumni; more than 95,000 are CAA members; 36 international clubs; the internal online community has just around 1,000 members after launching in October 2005**

A very large university with a unique alumni network profile

CAL ADVOCAY VERSUS ARNOLD SCHWARZENEGGER

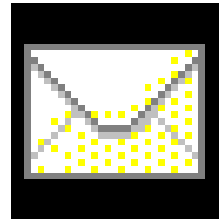
Background

- In 2004, Governor Arnold Schwarzenegger proposed a \$ 372 million cut to the University of California's budget
- Within two months, Cal's Advocacy Network, together with other UC campuses, mobilized alumni to write more than 20,000 letters to the Governor and lawmakers to lobby against the cuts
- The leverage ask – details:
 - **Cost** Sunk system and relationship cost, staff time to compose literally one (templated) letter
 - **Reach** Permission-based for advocacy network, otherwise all UC named alumni with e-mail addresses
 - **Tool** E-mail with one-click action item
 - **Target** Political/budgetary decision-makers

CAL ADVOCACY VERSUS ARNOLD SCHWARZENEGGER

Results

- **Governor Schwarzenegger and the California State Legislature reacted to advocacy from 1,000s of active, influential, and well to do University of California alumni**
- **Why? Because these University of California alumni are highly likely to be also both voters and donors to these politicians.**
- **A key success factor was the combination of advocacy headcount, coordination, and timeliness**
- **How much money was “raised”?**
 - **Cal’s cut reduction exceeded \$ 50 million (plus added funds)**
 - **Tuition fee increases of up to 40% were reduced to 10-20%**
- **What happened to the CSU and CCC systems which did not mobilize alumni? They bore the brunt of the cuts**



advocate for cal and uc.msg

A very successful alumni advocacy leverage ask

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Outlook: The future of alumni relations

- **Founded in 1891**
- **Budget of around USD 542 million, about USD 2.29 billion with JPL**
- **Endowment of USD 4.03 billion**
- **Home to seventeen Nobel Prize winners**
- **Ranked 6th in the 2007 Shanghai Jiao Tong ranking**
- **2,086 students (1,220 graduate level); 293 full professors; 979 other faculty members; 7,753 employees (with JPL)**
- **21,758 alumni; about 90% addressable; 1,925 registered on LinkedIn online community; eight full-time alumni relations staff**

Caltech and its alumni network are both small but very successful

A BACKGROUNDER ON ALUMNI RELATIONS AND LINKEDIN AT CALTECH

- **Why the LinkedIn group was created: Pre-emption of unofficial groups, address alumni professional networking needs**
- **How the LinkedIn group was propagated: Landing page on alumni association web site. Repeated announcements in publications, e-mail newsletters, membership mailings, and at events**
- **What LinkedIn cannot do: Act as a closed network, focus on social activities (music, dating, movie downloads, etc.)**
- **What LinkedIn can do: Connect Caltech alumni professionally amongst each other and to 18 million other users; provide brand identity**
- **What works: Rising sign-up numbers, attractiveness of Caltech brand (fakes), professional outcomes for alumni**

Caltech benefits from contributing to alumni professional networking value

CALIFORNIA INSTITUTE OF TECHNOLOGY

Alumni Association

about us
alumni network
career services
distinguished alumni
email services
events
lifelong learning
membership
news
reunions
seminar day
volunteering
donate to Caltech

login
user ID:
password:
go

Career Services

job connection alumni network career profiles linkedin additional resources

LinkedIn

Join the Caltech Alumni Group >>

Join the Caltech Alumni group on **LinkedIn**, an online networking site that helps you find inside connections to jobs, industry experts and business partners.

Alumni and select other members of the Caltech community (including students and postdocs) register directly with LinkedIn and then have access to the Caltech Alumni group. Access to the Caltech Alumni group on LinkedIn is free, completely optional, and is available only to select members of the Caltech community. Members of the group have been confirmed by Alumni Association staff as members of the Caltech community.

There are currently more than 1,850 Caltech alumni, students and postdocs participating in the Caltech alumni group on LinkedIn.

To accept an **invitation to join the Caltech Alumni group**, follow [this link >>](#)

Who can join the Alumni Association Group?

Caltech alumni, ex-students (provided they attended one full year of instruction and left Caltech in "good standing"), current or past postdoctoral fellows at Caltech and current Caltech students.

Note: Ex-students who left the Institute for academic or disciplinary reasons before receiving a degree are not eligible for the alumni group. Caltech Alumni Association staff may be included as members for administrative purposes.

About online business networking: You can use LinkedIn, an independent commercial service, to expand and track your network in an organized and systematic way. Complete a simple profile and then use LinkedIn to connect with individuals you know who are already members. The Caltech Alumni group on LinkedIn provides an ideal starting point and becomes more useful as it grows. It will also provide you with a point of contact for individuals outside the Caltech community who are connected to your fellow Caltech members.

About privacy: Concerned about privacy? Read the LinkedIn Privacy Policy [here](#) and the Caltech Alumni Association's policy [here](#).

Notes

- Caltech alumni group sign-up rate: 1,925/21,758 (~ 9%)
- Group is closed
- Total LinkedIn Caltech "users": 6,749 (incl. students, fakes)
- Purpose is to facilitate business networking
- Network utility of Caltech alumni status aids Caltech's relevance with its alumni – and external alumni leverage

Caltech jumped early into the online community platform world

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Outlook: The future of alumni relations

- **Founded in 1636**
- **Budget of around USD 2.99 billion**
- **Endowment of more than USD 35 billion**
- **Home to 31 Nobel prize winners**
- **Ranked 1st in the 2007 Shanghai Jiao Tong University ranking**
- **20,024 students (3,821 international); 1,507 professors; 657 other academic staff; 12,345 general staff**
- **More than 270,000 total alumni; around 95% named alumni; around 340 clubs - 11 school clubs - 16 SIGs; 41 alumni association staff**

Some of you may have heard about Harvard

HARVARD'S INTERNAL ALUMNI PORTAL

Personal Alumni Page

Post.Harvard™ An online community for Harvard alumni

SEARCH GO

ALUMNI SERVICES

- [Logout](#)
- [Search Directory](#)
- [My Page](#)
- [Update Your Profile](#)
- [Directory Services](#)
- [Email Forwarding](#)
- [Upcoming Events](#)
- [Alumni Notes](#)
- [Discussion Groups](#)
- [Crimson Compass](#)
- [Join a Harvard Club](#)
- [Travel With HAA](#)
- [HAA Marketplace](#)

SCHOOLS

GIVING TO HARVARD

- [Make a Gift](#)
- [Resources](#)

HARVARD LINKS

- [Harvard University](#)
- [Office of the President](#)
- [About the HAA](#)
- [HAA President](#)
- [Harvard at Home](#)
- [Harvard Gazette](#)
- [Harvard Magazine](#)
- [Harvard Crimson](#)
- [Research Matters](#)
- [Harvard Coop](#)

SHORTCUTS

- [Directories](#)
- [University-Wide Programs & Services](#)
- [College Programs & Services](#)
- [Development](#)

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March 8, 2008

Welcome back Daniel

Registration Date:
Broadcast Email Status: Receiving [\[change preferences\]](#)

Your Profile

Please keep your information up to date by letting us know of any address or life changes. This helps the Harvard Alumni Association stay connected and ensures that your classmates can easily find you.

Note: You always have the option to omit data from being published in the Online Directory.

Home Address [\[Edit\]](#)

Preferred Email [\[Edit\]](#)

Professional Information [\[Edit\]](#)
Job Title: Managing Director
Company: The Illuminate Consulting Group

[Update or view your complete profile](#)

[Add a Photo](#)

[Upload a photo](#)

Recent Class Notes

[Erich Huang](#) (1990)
Erich Huang (1990, COL) and Sharon Dunn are happy to announce their marriage on August 5, 2006 in Durham, North Carolina. The reception took place at Fearrington Village where there was much cavorting amongst the Belted Galloway cows that live there. They spent their honeymoon in Moorea, Bora-Bora, and Taha'a in French Polynesia. They currently reside in Durham, North Carolina where Erich will be starting his Chief Residency in General Surgery at Duke. Peter Miller (1990, COL) attended as a groomsman.
Submitted on Apr 28 2007

[Patrice Dabrowski](#) (1982)
Patrice Dabrowski (1982, COL) writes, "This update is in lieu of the 25th reunion anniversary blurb I didn't manage to post. At the time, I was on a six-month research trip in Poland as an IREX fellow. My work as a historian has taken me most recently into the Carpathian Mountains: I'm writing a book

Nothing fancy (upgrade has been three years in the making...)

GROUPS FUNCTION IN LINKEDIN PROFILE

Personal Group Affiliations with Harvard University

The screenshot shows the LinkedIn interface. At the top, the LinkedIn logo is on the left, and 'Account & Settings | Help | Sign Out' is on the right. Below the logo are navigation links: 'People', 'Jobs', 'Answers', and 'Service Providers'. An 'Advanced Search' box is set to 'People' with a search button. The main content area is titled 'Groups' and has tabs for 'My Groups', 'Groups Directory', and 'Create Groups', along with a 'Groups FAQ' link. Under 'My Groups', two groups are listed:

- Harvard University Alumni**: Includes links for 'Settings' and 'View members', and a note that 'Group members can contact you directly'.
- harvard-bay-area**: Shows a membership status of 'pending' with a 'why?' link. A note asks the user to 'Please notify the group manager of your request to join the harvard-bay-area group and add all your active email addresses to help the group manager identify you.'

On the left sidebar, there is a navigation menu with 'Home', 'Profile', 'Contacts', 'Inbox (1)', and 'Groups'. The 'Groups' section is expanded to show 'My Groups', 'Groups Directory', and 'Create a Group'. Below this is a profile card for 'Daniel J. Guhr', Managing Director at 'Illuminate Consulting Group (ICG)', with a 'What are you working on?' link. At the bottom of the page, there are links for 'Company', 'Customer Service', 'Help & FAQ', 'About LinkedIn', 'LinkedIn Blog', 'LinkedIn Store', and 'Advertise With Us'. There are also links for 'Tools', 'Premium', and 'Upgrade Your Account'. The footer contains copyright information for LinkedIn Corporation © 2008 and a link to 'Send your feedback'.

Two of a number of Harvard alumni groups

THE HARVARD-BAY-AREA YAHOO GROUPS HOMEPAGE

The screenshot shows the Yahoo! Groups homepage for the 'harvard-bay-area' group. The page layout includes a top navigation bar with the Yahoo! Groups logo, a search bar, and a 'Join This Group!' button. A left sidebar contains navigation links like 'Home', 'Members Only', 'Info', and 'Settings'. The main content area features a 'Home' section with a circled 'Activity within 7 days: (No Activity)' message, a 'Description' section with a detailed paragraph about the group's purpose, and a 'Group Information' section with circled details such as 'Members: 1632' and 'Founded: Oct 19, 2004'. A circled link in the description points to other Harvard-related groups. A map of Oakland and Berkeley, California, is displayed on the right side of the page.

YAHOO! GROUPS Sign In
New User? Sign Up

Groups Home - Blog - Help

harvard-bay-area · Harvard Bay Area Grads

Search for other groups... Search

Home

Members Only
Post
Polls
Promote

Info Settings

Group Information

Members: 1632
Get your Alumni
Founded: Oct 19, 2004
Language: Other

Already a member?
Sign in to Yahoo!

Yahoo! Groups Tips
Did you know...
Hear how Yahoo! Groups has changed the lives of others. Take me there.

Best of Y! Groups
Check them out and nominate your group.

Home

Activity within 7 days: (No Activity)

Description

Open list for all graduates of Harvard living in or around or interested in the Bay Area, California. The list invites postings of performances, "get-togethers", parties, exhibits, announcements, questions, and other information which would be of general interest to the population living in or around the Bay Area. This is an alumni list only. Do not send commercial messages over the list. Subscribe using your "Post.Harvard" e-mail address to speed up the approval process [lifetime address free to graduates sign up at www.haa.harvard.edu]. Please note the primary language for this group e-mail list is "other" meaning multi-lingual communication is welcome. The discussion list has a blog <http://harvard-sf.blogspot.com>. Any list member interested in publishing there can do so. Reply to a message defaults to sender.

Perry Gregg
CEO, ushow2, Inc.
pg@harvardsf.org
harvard-bay-area-owner@yahoo.com
<http://harvardsf.org>

[See also the harvtechforum.org, [harvard-china](http://groups.yahoo.com/group/harvard-china), [harvard-cambridge-boston](http://groups.yahoo.com/group/harvard-cambridge-boston), [harvard-middleeast](http://groups.yahoo.com/group/harvard-middleeast) and [harvard-europe](http://groups.yahoo.com/group/harvard-europe) networks created, <http://groups.yahoo.com/group/harvard-china> & <http://groups.yahoo.com/group/harvard-europe> .]

Oakland-Berkeley City Map

Oakland and Berkeley Cal

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Message History

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

One of thirteen identical Yahoo Groups homepages

THE HARVARD-CHINA YAHOO GROUPS HOMEPAGE

YAHOO! GROUPS Sign In
New User? Sign Up

Groups Home - Blog - Help

harvard-china · Harvard China Grads

Search for other groups... Search

Home

Members Only
Post
Files
Photos

Info Settings

Group Information

Members: 239
Get your Alumni
Founded: Nov 3, 2005
Language: Other

Already a member?
Sign in to Yahoo!

Yahoo! Groups Tips

Did you know...
Real people. Real stories. See how Yahoo! Groups impacts members worldwide.

Best of Y! Groups

Check them out and nominate your group.

Home

Activity within 7 days: (No Activity)

Description

Open list for all graduates of Harvard living in or interested in China. The list invites postings of performances, "get-togethers", parties, exhibits, announcements, questions, and other information which would be of general interest to the population living in or around China. This is an alumni list only. Do not send commercial messages over the list. Subscribe using your "Post.Harvard" e-mail address to speed up the approval process [lifetime address free for graduates sign up at www.haa.harvard.edu]. Please note the primary language for this group e-mail list is "other" meaning multi-lingual communication is welcome.

Archives for the list are open to members. Reply to a message defaults to sender.

Perry Gregg
CEO, ushow2

pg@harvardsf.org
harvard-china-owner@yahoogroups.com
<http://harvardsf.org>

<http://groups.yahoo.com/group/harvard-china/files/hclistspanish.txt>
http://groups.yahoo.com/group/harvard-china/files/harvard_china.pdf

Message History

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2008		5										
2007	2	3	6	3	3	2	5	4	8	1	7	9
2006		6	6	7	7	9	4	4	5	2	3	2
2005											12	7

Group Email Addresses

Related Link: <http://harvardsf.org>
Post message: harvard-china@yahoogroups.com
Subscribe: harvard-china-subscribe@yahoogroups.com

Join This Group!

Nearly 3,300 (supposed) Harvard alumni have signed up

THERE ARE THAN A DOZEN INTERLINKED SUPPOSED HARVARD ALUMNI GROUPS/BLOGS/WEBSITES

The screenshot shows a web browser window with a dark header bar containing navigation links: "BLOG DURCHSUCHEN", "BLOG MELDEN", "Nächstes Blog", "Blog erstellen", and "Anmelden". The main content area has an orange header with the text "sf, la, cam-bost, chicago, houston, china, africa, india, europe, middle east, tech, aust." Below this is a yellow box with text in French: "Harv. SF, LA, Cambridge-Boston, Chicago, Houston, China, Africa, India, Europe, Middle East, Tech, Australia, founder Perry Gregg; annonces de spectacles, petites annonces, rencontres, festivités/événements, questions et toute autre information d'intérêt général pour ceux qui vivent en SF, ..., Middle East sont acceptés sur les listes. Vous remarquerez que le langage principal sélectionné pour ces listes est autre ce qui signifie que nous accueillons avec plaisir une communication polyglotte." The main content is split into two columns. The left column has three sections: "Every day you search and do not find what you want?" with a link to grassestimate.com; "This web log's news feed" with a link to harvardsflaworld; and "is connecting with others here important to you?" with a "Make A Donation" button. Below these is a profile for Perry Gregg, including a small photo and the email pg@harvtechforum.org. The right column has a section "Record your content here?" with a "CALL ME!" button. Below this is the date "samedi, février 23, 2008" and the title "MIT \$100K Organizers Recruiting Undergrads". The subject line is "Subject: MIT \$100K Organizers Recruiting Undergrads". The main text of the post reads: "Note: This email is about recruitment for the organizing side of the MIT \$100K competition. If you are interested in joining the competition as an entrant, please refer to our website (<http://mit100k.org>). The Organizers of the MIT \$100K Entrepreneurship Competition (<http://mit100k.org>), are now asking undergrads to join our organizing team! As the world leader among university entrepreneurship competitions, we are looking for dedicated undergrads to help promote entrepreneurship in the MIT community. We are all looking forward to this year's competition series and you can be part of it! Teams recruiting include: -Aero/Astro Track -BioTech Track -Development Track -Energy Track"

Oh what a tangled web you weave...

WHAT THIS IS REALLY ABOUT – A JOB...

“Could You Use a Perry?”

From: harvard-bay-area-bounces@ushow2.org on behalf of perry.gregg@post.harvard.edu <harvard-bay-area-bounces@ushow2.org>
To: harvard-bay-area@ushow2.org
Cc:
Subject: [harvard-bay-area] Fwd: Could you use a Perry?

Imagine days from now when I report landing in a senior mgmt. position you helped me secure. No one gets anywhere without the good will of others.

Thank you so much for the whirlwind of opportunities that have come my way in the past 15 days since the post below! Keep 'em coming. Want to see what happens when I get to unleash my 'chops' with the right team? Best,

Perry

----- Forwarded message -----
From: Perry Gregg <perry.gregg@sbcglobal.net>
Date: Thu, 31 Jan 2008 09:02:12 -0800 (PST)
Subject: Could you use a Perry?
To: undisclosed-recipients-from <perry.gregg@post.harvard.edu>

My talents are on the senior tech management side, internet development, commercial software all forms, portals, hardware, IT, et al. I've managed engineers, engagements and project teams in China, Canada, Israel, Australia, Europe, India, Pakistan, South America, the US and former Soviet block countries. It needs to be OK with the hiring company that I pursue ushow2, Inc. as a side hobby.

Have a current full-time gig, looking to make a change for the right opportunity. If you act now, you get a Perry bonus of a few contacts around the world, sales, Board and public speaking chops. Would it be useful to you to have me join your team? I've spent the past 5 years in a downsizing environment. I'd like to join a story with an upside. Travel is fine. Would you care to see how far I can carry the ball with a chance with the right team? Best,

Perry Gregg
cell: (510) 684-4152
email: perry.gregg@post.harvard.edu

P.S. Bio at <http://ushow2.com> 'more about us', and <http://perrygregg.name> for non-profit activities.
* * *

Recommend this list to students, faculty and grads interested in the Bay Area, California.

harvard-bay-area is on LinkedIn. Select,
<https://www.linkedin.com/e/gis/976/709FE96DA9A5/>
to join.

Entrepreneurial? Or Deceptive?

From: perry.gregg@gmail.com on behalf of Perry Gregg [perry.gregg@post.harvard.edu] <perry.gregg@gmail.com> Sent: Thu 3/6/2008 8:18 AM
To: undisclosed-recipients-from
Cc:
Subject: You applied recently to join harvard-bay-area ...

on LinkedIn. To be approved and be able to post on a list of 1700 Bay Area grads, pay the \$20 annual dues with this link.
<http://hbadues.notlong.com>

Best,
Perry

A Guide to Abusing Your Alma Mater's Brand and Taking Advantage of Your Fellow Alumni

Step One:
Create broad, interlinked virtual presence by utilizing no-cost third party platforms such as LinkedIn, Yahoo! Groups, and blogspot.

Step Two:
Create appearance of (semi-) official status through use of logos, messaging, and references to actually sanctioned Harvard alumni activities (SF Harvard Club).

Step Three:
Populate with content, mostly sourced from third parties. Make sure content cross-references linked presences. Cater to your own business interests by relentlessly pushing business pitches (e.g., grassestimate.com) – and ask for a job for yourself.

Step Four:
Charge your fellow alumni \$ 20 for the privilege of assisting you with your own economic advancement.

Note: Views expressed in this presentation are neither legal opinions nor have these been coordinated with Harvard University. Rather, they constitute an academic analysis. No claim is made whether Mr. Gregg has violated any applicable laws.

Introduction

Alumni: From "external relations" to institutional support pillar

Case studies

- **Integrating the university into society at Bonn University**
- **Alumni as future talent scouts at the University of Tasmania**
- **Alumni lobbying California politicians on behalf of Berkeley**
- **Using LinkedIn to network Caltech alumni**
- **Abusing Harvard's brand through self-interested hyper-networking**

Outlook: The future of alumni relations

GOING FORWARD – WHAT SHOULD INSTITUTIONS DO TO ENABLE ALUMNI TO ADVANCE THE INSTITUTION?

- **Embrace the bottom-up, network-centric, and fluid nature of interactions with alumni**
- **Roll back static, top-down programming. Instead, develop new alumni advocacy and support frameworks**
- **Bring all relevant campus units together (alumni, fundraising, marketing, communication, recruiting, international, ...) to reflect alumni needs**
- **Invest into alumni, long-term relationships, and network infrastructure**
- **Respect your alumni**

Reaping the benefits from this opportunity requires hard work

THE FUTURE OF ALUMNI RELATIONS: FROM EXTERNAL RELATIONS TO CENTRAL ADVANCEMENT AGENCY

- **Best practice alumni networks have the potential to be a competitive lever for institutions**
- **Most but all alumni networks to date are untapped – yet beholden – sources of broad advancement support**
- **Alumni are taking the lead – by melding technology with classical networking with self-generated initiatives**
- **Alumni will advance their alma mater based on rational self-interest – if the institution provides mutual (relationship) value**
- **To tap into this opportunity institutions must change their mindset from alumni as an external relations issue to integrated development pillar**

Alumni Networks: The new Central Advancement Agency

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