

Presentation by

**Grazyna
Wiejak-Roy and
Klaudia
Wojtowicz**

Real Estate Alumni Engagement

Pilot study to inform UWE's strategy

Background and study aims

Alumni engagement:



Communication within the real estate sector



Aligning teaching to emerging industry needs

Programme leaders:



Suboptimal practices



Aims

Establish the real estate alumni engagement strategy



Assessing our competition



Assessing our practice



Assessing our communication needs



Model of real estate alumni network



Methodology and data collection



Market research – secondary data



Focus groups & interviews – staff



Survey – alumni



1:1 interviews - alumni



Market practices

- Aims:
 - Educate
 - Inspire
 - Connect students with the industry
 - Mentor
 - Fundraising
 - Research
 - Employability and volunteering
 - CPD promotion
- Networks restricted to RE (9)
- Funding:
 - University
 - Donations / sponsors
 - Events
 - Membership fees (3)



Market practices

- Management: alumni – current students – academic staff – central staff
- Events:
 - Training / webinars / conferences
 - Socials (movies, quizzes, trips)
 - Job fairs
 - 1:1 mentoring
- Comms channels
 - Website
 - Email
 - Social media

LinkedIn

70-7,000 members



9/14 – 30-1,000 members



7/14 – 10-600 members



6/14

Staff perspective

- UWE wide
 - 4 staff, 300,000 alumni members (since 1970)
 - Fundraising, donations and sponsorship
 - Generic activities
 - Missing on not organising experiential events
- Architecture and Built Environment
 - Twitter and Facebook driven by individuals



Alumni perspective

- 70% of alumni found the networking important
- 70% communicated with us via LinkedIn
- Future comms to focus on LinkedIn or e-mail
- 1/3 interested in mentoring
- We do too little
- We should do more CPD events and casual socials
- Our alumni don't like member fees

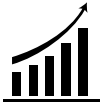


Results

Benefits for the university:



Employability



Students' enrolment

Benefits for alumni:



Professional networks



Sourcing talent

Barriers:



Communication



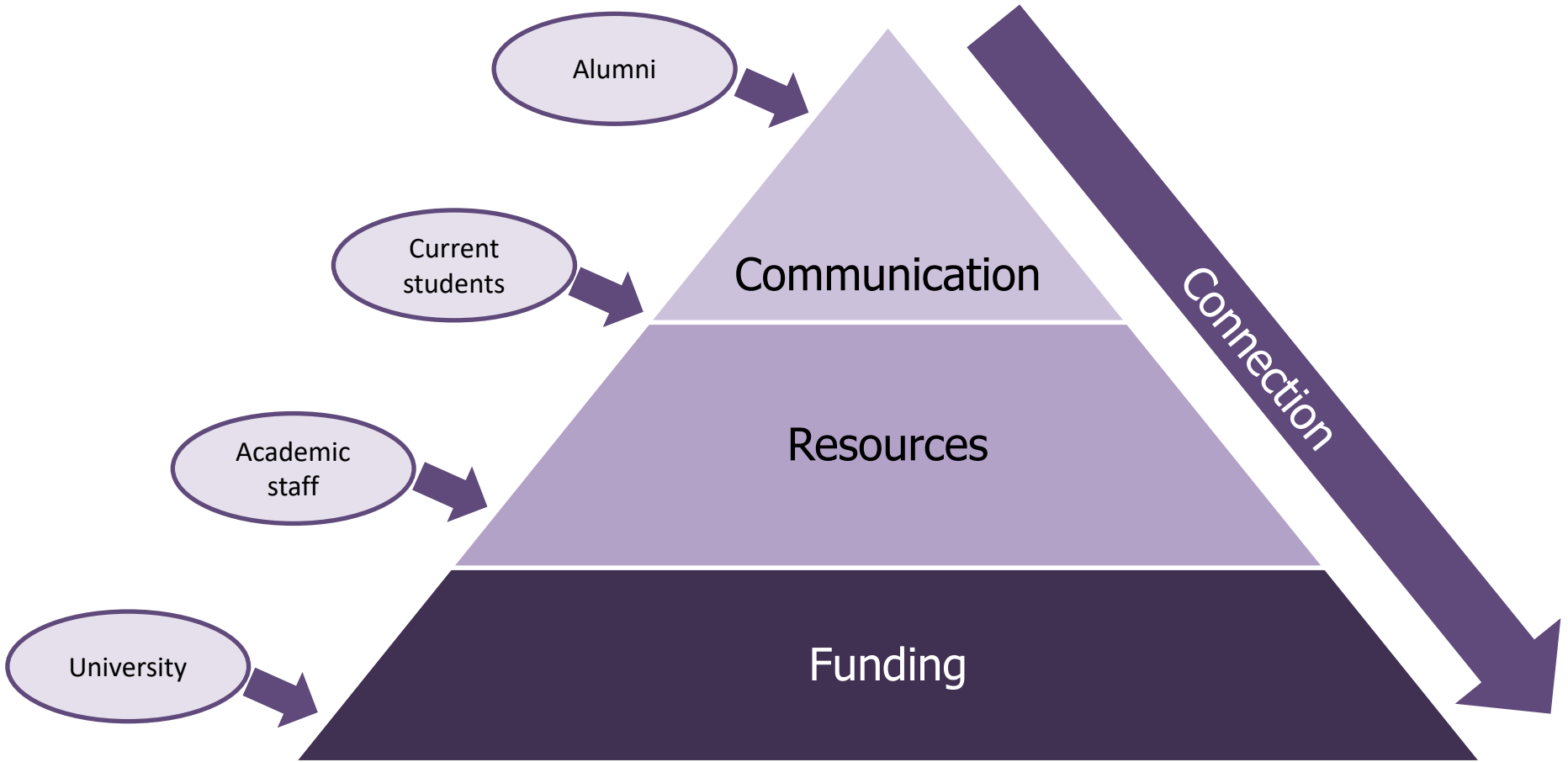
Staff resources



Funding



Model



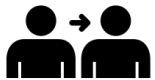
Our action plan



Lecturer/facilitator



Social event



Mentoring



Seed funding



Admin support



Communication



CPD events



Future research

- Best practices
- (Mis)match of the current offering vs alumni preferences
- If you would be keen to explore this topic, please e-mail grazyna.wiejak-roy@uwe.ac.uk

Thank you

