

HAMK - ALUMNI SURVEY REPORT 2022

Alumni Activation – Project SISU



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Abstract This paper discusses the questions of the alumni survey, the results of the responses, the authors' interpretations, and recommendations for future development. It is also a tool for HAMK's alumni relations personnel to make a better investment in existing alumni network. The studies encourage HAMK to make use of data and analyses, to deploy ideas and advancements for attending students on an ongoing basis, to attract and get them pay attention to becoming prospective HAMK's alumni.

Keywords Survey, analyses, alumni, attending students, alumni engagement, career networking events, training sessions, HAMK's website, educationally purposeful activities, Tuudo app, campuses, class reunions, HAMK's social media, online events.

Pages 23 pages

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1 Introduction

The authors and the Alumni Activation project team, in cooperation with the Tuudo app, conducted a survey with the main purpose of gathering the experiences of as many graduating or recently graduated students as possible about the alumni network and its activities. The survey was organised as part of the alumni activation project SISU. This paper lists the questions of the survey with the results, the authors' interpretations and recommendations for the future development of alumni activities at HAMK.

1.1 Limitation of our study

The analyses came from two samples: 121 answers from Tuudo app and 9 responses out of 1518 existing alumni from HAMK's e-newsletter publication. The limitation of our research is the absence of attendance from the second source. As a consequence, there is a certain level of ambiguity in participating groups, whether they are mostly attending students or HAMK's graduates.

2 Questions, analyses and recommendations for future practice

2.1 Question 1: How did you become aware that HAMK has an Alumni network?

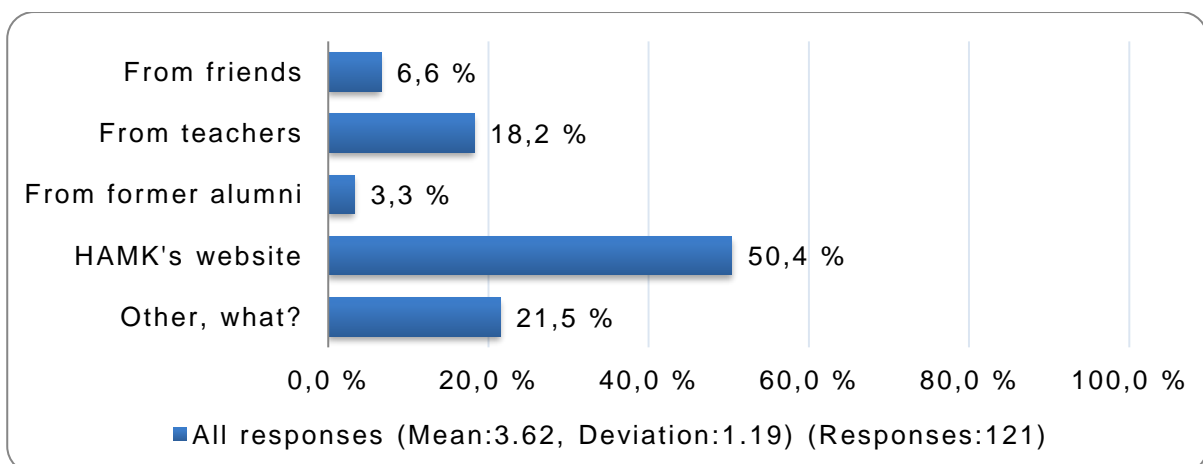


Figure 1: Alumnikysely HAMK 2022 results (Hameenamk., 2022).

The first question of the survey asked respondents "How did you become aware that HAMK has an alumni network?". The largest proportion of the respondents (50.4%) indicated that they had received information about HAMK alumni activities via the HAMK website. The second largest proportion of respondents (21.5%) said they had received information through some other means, such as information from their employer, Instagram, the Tuudo app and information from other higher education associations. The vast majority of respondents in this sample said that they had only found out about alumni activities for the first time thanks to the Tuudo survey the authors organized. Also, a similar number of respondents indicated (18,2%) that they had received information about the HAMK Alumni network through their teachers from undergraduate school. On the other side, as the majority of the respondents had become aware of HAMK's Alumni network through the HAMK website or from other various sources such as Instagram, their employer, Tuudo app, the smallest proportion and least number of respondents had indicated that they had received information about the HAMK Alumni network was through a former HAMK alumni (3,3 %) or via friends (6,6 %).

Recommendations for the future practice

Based on the responses, the three biggest channels that reached the respondents regarding HAMK alumni activities were the HAMK website, social media and the Tuudo app. Based on the results and our own interpretation, the authors suggest that it is definitely worthwhile for HAMK to invest significantly in these channels in the future and it is really important that the school remains active and present, because people are mostly active in the channels mentioned above and get the most of information from them.

2.2 Question 2: Have you attended any events with alumni while you were a student?

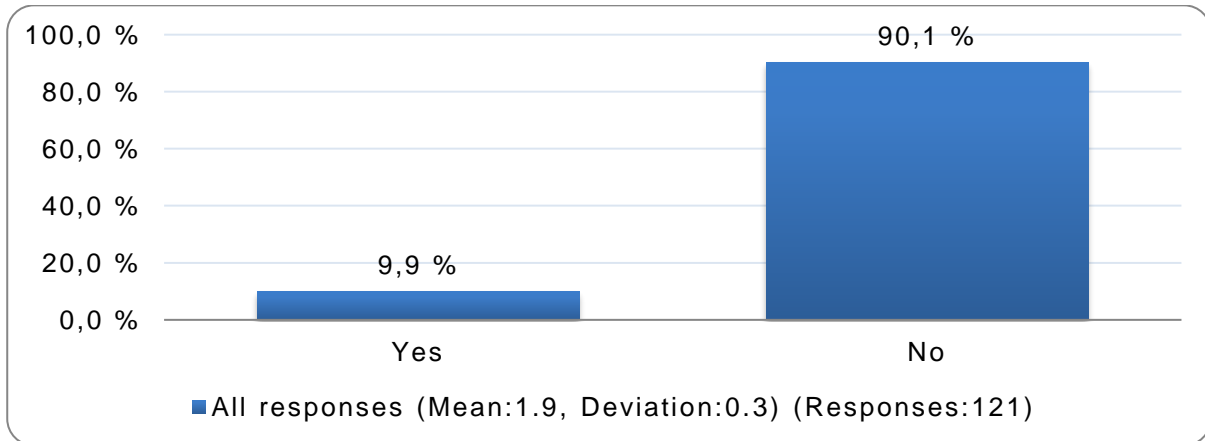


Figure 2: Alumnikysely HAMK 2022 results (Hameenamk., 2022).

The second survey question evaluated whether the respondents have attended any alumni events, whilst being an undergraduate student. The results specified that most of the respondents (90,1%) had not attended any alumni events. However, a small proportion (9.9%) of respondents had participated in alumni events. It is important to note that these results indicate that a significant proportion of respondents had not attended an alumni event at all.

Recommendations for the future practice

As the majority of respondents have not participated in alumni events, the first thing the authors recommend is to ask whether there have been many events organized at all, and if so, how and how extensively have these events been advertised? The authors recommend that HAMK organizes events that are easy and effortless for alumni and graduates to attend. It is recommended that these events are organized more frequently and actively in the future and that they are also widely advertised to the desired target group.

2.3 Question 3: Why have you joined or would like to join HAMK alumni network?

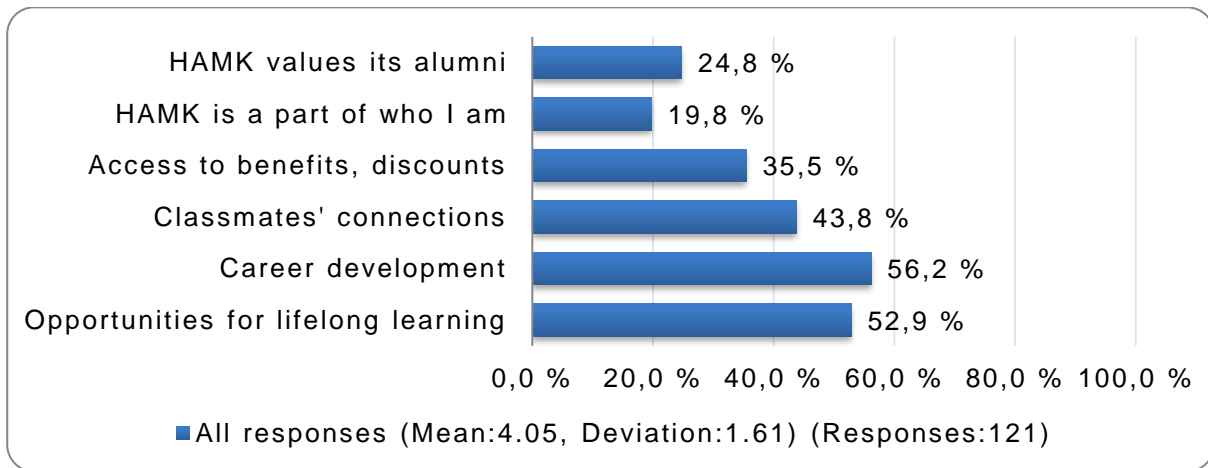


Figure 3: Alumnikysely HAMK 2022 results (Hameenamk., 2022).

For the third survey question, the authors wanted to seek for information about why some of alumni have joined or why they would be willing to join an alumni network. Most respondents (56,2 %) specified that they believe that joining a alumni network would benefit their career development. The second largest proportion (52,9%) of results established that alumni network provides opportunities for lifelong learning. For the rest of the results a significant share (43,8%) believed that alumni network would ensure their connections to classmates. Additionally, 35,5% of the respondents indicated that HAMK alumni network would provide them the access to favorable benefits and discounts. For the rest of the results, the survey acknowledged that 24,8% of respondents feel that HAMK values their alumni's. Furthermore, 19,8% of respondents evaluated that HAMK is a part of who they are.

Recommendations for the future practice

The authors encourage the school to offer alumni activities of concrete benefit to graduates in terms of their career development, for example by offering additional courses or other intensive periods in selected fields of study. In terms of career development and keeping in touch with fellow students, the authors think it would be good to combine these things. The authors feel that the school could provide graduates with additional training in their field and in-depth studies tailored to the needs of graduates, which would increase their professional skills and knowledge. By organizing such courses and events, students would be able to network and communicate with each

other effectively. This also provides a good opportunity for the school to increase its attractiveness as students who graduate from them apply back to the advanced courses offered by the school to pursue further education in their field. In this way, the school also benefits from having contacts from different companies to be utilized in the future in the form of student internships and employment opportunities. In addition to providing additional training, it would be important to consider other activities and meetings where graduates and graduates could network with each other.

In this way, alumni would also be able to engage and re-engage in the school's activities, as well as gaining many participants in the events for alumni and the much-needed visibility for the activities. The benefits offered to alumni need to be up-to-date and useful to them.

2.4 Question 4: Do you feel HAMK offers enough opportunities for alumni to engage with?

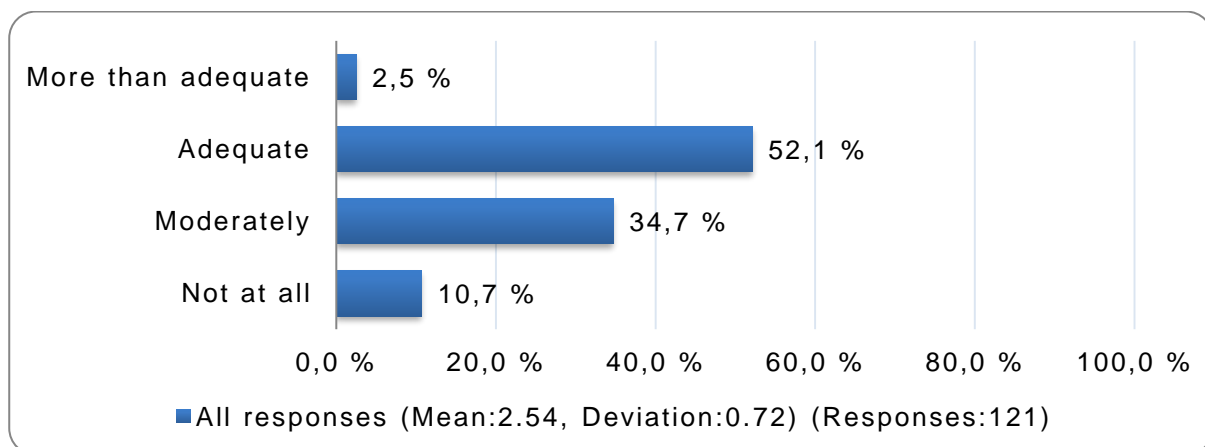


Figure 4: Alumnikysely HAMK 2022 results (Hameenamk., 2022).

This question emphasized on the word “feel” with the aim to measure alumni’s- and currently attending students’ satisfaction towards the quality and quantity of student engagement activities with HAMK University: their very personal experience. According to the percentage of adequacy, even though it is on a positive note, the contentment is below 60%. Approximately, nearly half of the respondents stated the chances are not fulfilling enough. Generally, a score that sits between 75% and 85% is considered to be good. This could mean, present students and registered alumni group rated, benefits and services customized for their needs are little. And, the opportunities such as programs, events, and engaging ways offered to build meaningful relationships with them are

not at a satisfactory level. The drives that make students direct their time and devote their effort in an activity are defined as: what particular developmental goals they can achieve from it. "Opportunities" come from various forms and get affected by many factors:

- Type and number of extracurricular activities
- Frequency, type and cost of events
- Schedules and locations of events
- Rules and policies

Any successful relationship has to go both ways. There are two primary factors that affect the relationship between alumni and the university: the level of student commitment: passive, mixed or highly engaged; and how the university uses educationally purposeful activities to encourage connections and cooperation. It is important for HAMK to be more proactive in examining the students'- and the graduates' experience. The first-hand objectives are:

- To identify and provide more desired projects and campaigns with more frequencies.
- To influence alumni satisfaction and activate their willingness to join the network for future advantages of both parties.

Combining with our SWOT analysis, at the moment, roadblocks that HAMK is having to increase alumni activation are:

- Lack of steward professionals specialized in only alumni matters
- Lack of compelling relevant value for alumni
- Lack of budget and finance
- Lack of marketing plan and strategy
- Lack of activities, on-campus and on social media channels
- Difficulties to reach Valkeakoski and other campuses
- Complicated registration procedures

(Hameenamk., n.d).

Recommendations for the future practice

- Start off earlier, create opportunities for present students NOW. The need to build and maintain student-university relationship is across the student lifestyle and beyond graduation.

- During student lifecycle, HAMK should have more on-campus resources for fulltime students and remote ones for part-time students, such as simple leaflets, support groups, events and extracurricular festivities to prepare them with understanding and informed benefits of being HAMK's valuable alumnus.
- Appeal to their interest and show the impact of alumni's value. HAMK should also better support and serve their modern scholar population through the intelligent use of student data: grades, attendance records, engagement in online systems, the type of degree and extra curricular activities they are interested in.

2.5 Question 5: In your relationship with HAMK, which of the following have you done?

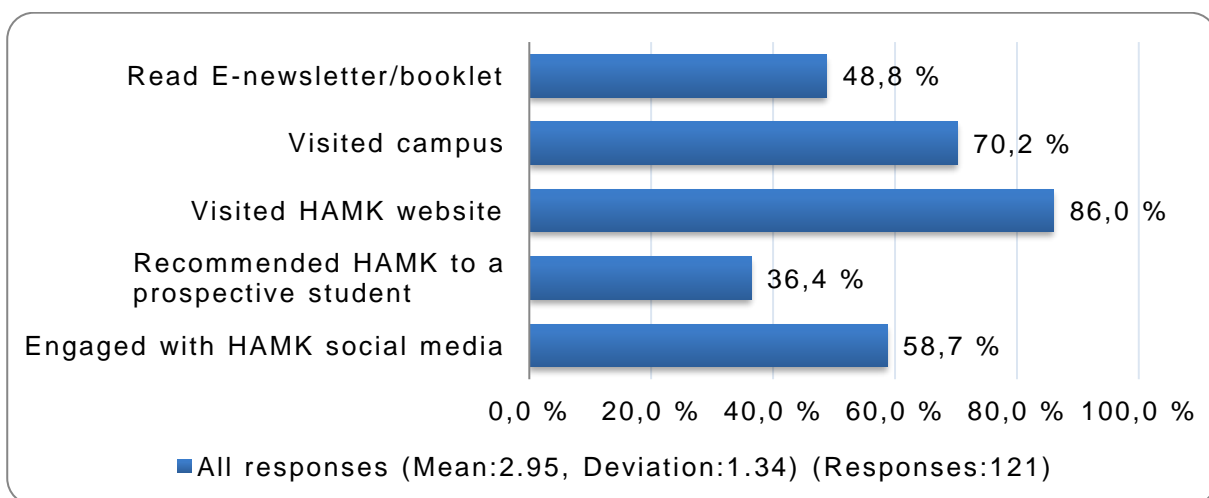


Figure 5: Alumnikysely HAMK 2022 results (Hameenamk., 2022).

Three most outstanding answers are visiting website, visiting campus and engaging in social media. As an apparent result, happenings on website, at campus and on social media guarantee the effectiveness of communication and engagement efforts.

Together with the result from e-newsletter sent to registered alumni with opening rate of 55.19%, our studies revealed that electronic publication stays on trend in impact and usage, because it is higher the average opening rate of e-newsletter in education industry, which is 23.42% (Mailchimp., n.d). However, response rate was very low, painfully 0.012% of sample took action and did the survey. The authors witnessed in here, HAMK's alumni community are noticeably having attentiveness in e-newsletter. Evidently, it is a crucial communication touch point.

Possible obstacles preventing HAMK from creating high-converting e-newsletter:

- HAMK staff has other more pressing priorities (at least, marketing and sales teams experienced that they have had delays).
- Lack capacity for creativity (designers, content creators).
- Low level of investment on Alumni Network from HAMK.
- There has been no captivating alumni network benefits and events stated in newsletter.
- Poor content design.

Visiting HAMK's website, media channels and being back to the campus is like coming home. Alumni want to come back physically to the building, and metally - digitally to know what is new and anything out there for them. The campus has become the major hub for education opportunities over many years for graduated groups.

Recommendations for the future practice

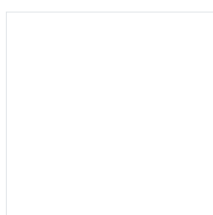
- Alumni section should be at HAMK's webpage entrance, on the top bar, placed in the middle of "HAMK" and "Contact us". HAMK's website has to be more UX friendly to alumni internationally: English and Finnish well separated with similar content, simple and clearly clustered design: more images, transcribing videos, compelling benefits, upcoming events, and highlighted further education and training opportunities, or even job openings right at the front page.
- More distinctive primary and call-to-action (CTA) colour palette that reinforces the university brand. Suggestion:



TECH GOLD
 PMS: 4515
 Metallic PMS: 8383
 HEX: #B3A369
 RGB: 179, 163, 105
 HSL: 47, 33, 56
 HSB: 47, 41, 70
 CMYK: 13, 19, 62, 28



NAVY BLUE
 PMS: 540
 HEX: #003057
 RGB: 0, 48, 87
 CMYK: 100, 57, 12, 66



WHITE
 PMS: n/a
 HEX: #FFFFFF
 RGB: 255, 255, 255
 HSL: 0, 0, 100
 HSB: 0, 0, 100
 CMYK: 0, 0, 0, 0

- HAMK's Alumni Association logo with slogan:



- HAMK should act more as a media company with ONE UNITED WHOLE ALUMNI ASSOCIATION, with more compelling content delivered vigorously to students and alumni more often in omnichannels: personalized emails, website, Facebook, LinkedIn, Twitter, Instagram, Youtube, Tuudo.
- Tool to measure alumni engagement (shares, likes, re-posts, opens, clicks, views, visits).
- Obvious CALL-TO-ACTIONS, such as: “Get involved”, “Get connected”, “Join today”.
- Events should be stated in distinguishing way: on-campus, online, in person conversation.
- Keep alumni informed and in touch with website updates and posts on social media.
- Connect and re-connect with alumni by class reunions, on-campus career networking opportunities, summer seminars, small quarterly events.
- Virtual events, online videos/courses/programs/orientations/discussion/interviews to better support students who are learning remotely (academic support for ongoing students, transferable skills to the workplace programs for alumni).
- Show registered alumni love and respect on social media:
 1. Share their stories on news, updates, blogposts.
 2. A post on social media with photo of a group of alumni from an old yearbook.
 3. Follow alumni back, write a comment on social media.
 4. Discounts, coupons, free trials/courses/lectures/training sessions, hats, T-shirts, holiday cards for stronger sense of belonging.

2.6 Question 6: The amount of information I received from HAMK is:

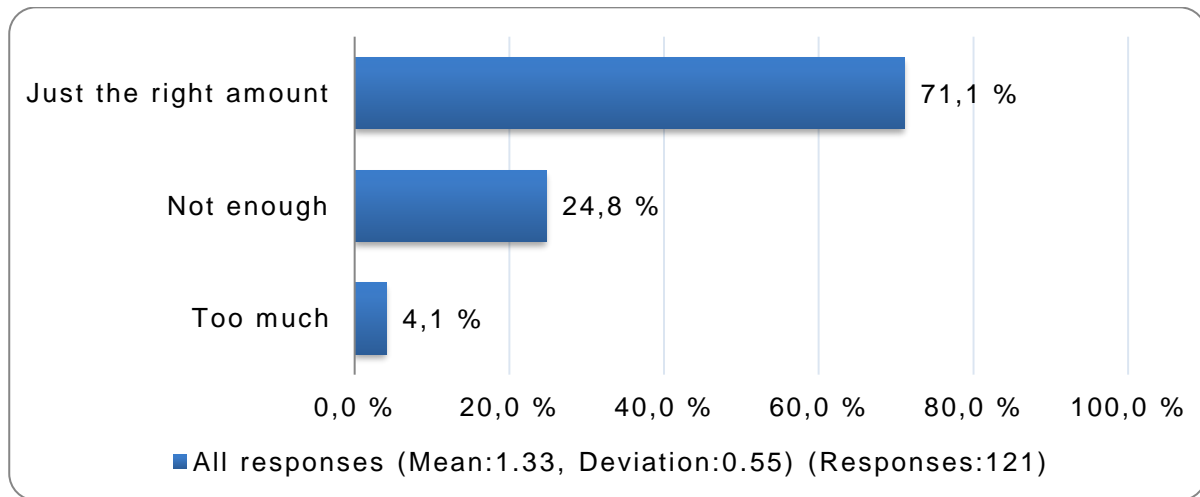


Figure 6: Alumnikysely HAMK 2022 results (Hameenamk., 2022).

The figures showed that HAMK has had quite efficient communication with the students. 71.1% of them indicated that they have received a good balance and reasonable pattern of communication from HAMK. In other words, they do not feel overloaded with information, emails or messages.

At the present time, students at HAMK are given information primarily via face-to-face communication, emails, Moodle, website, social networking sites, with the most followers in LinkedIn (18,290), Facebook (17,642), Twitter (3,609) and Instagram (3,550), and content sharing community Youtube (1,160 subscribers). Information and facts provided internally are as important as externally – outside of buildings on omnichannels. Within this area, HAMK has been successful so far in being clear, consistent and remaining reachable.

Recommendations for the future practice

It is advisable that HAMK should keep the same communication patterns and proportion of approaches on social networks to maintain the same influence, but the main focus is on internet presence, school events, blogposts, digital and paper newsletter, and very-much-desired better quality of content and design in all communication channels.

2.7 Question 7: Would you be interested in mentoring HAMK students?

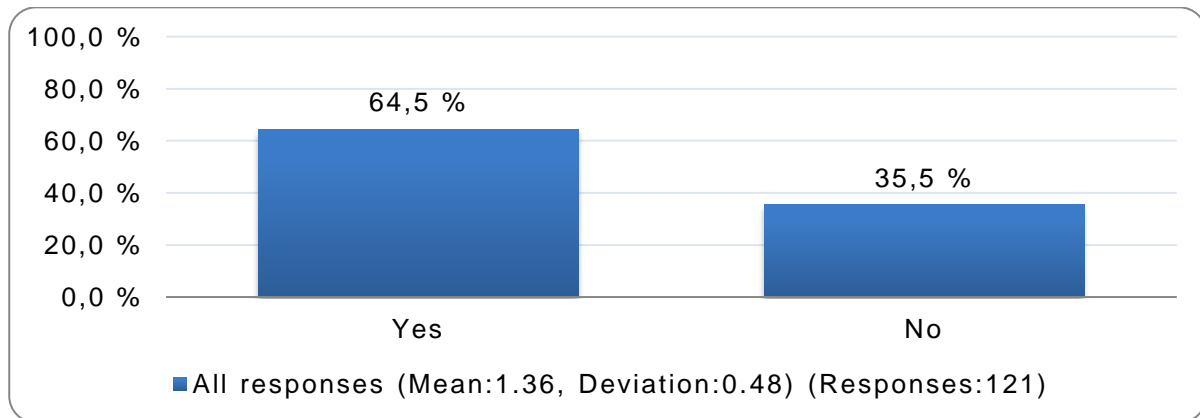


Figure 7: Alumnikysely HAMK 2022 results (Hameenamk., 2022).

After receiving their degrees, 64.5% of proud alumni wish to serve, return to campus, and add values to HAMK by mentoring present students. This is very promising as it is one of amazing ways to keep graduates connected by sharing their personal and professional success on campus events and program developments. Also, HAMK can improve social benefits of this type of hybrid classrooms and learning experience by taking advantages of alumni's actionable insights.

A student lifecycle happens from recruitment and lasts until after transition into alumnus. Alumni want to be back on campus, in classrooms, as a member of the program to train the next generation. They are proud ambassadors, who are also nostalgic and willing to support, return the favour to the place where they were involved as a student. Alumni are open to communicate and are delighted to give their peer-to-peer impact to serve HAMK students if they are asked to. They want to mentor current students with career guidance, expertise on real job demands.

Recommendations for the future practice

- Welcome home events
- HAMK should seek regular feedback from alumni, praise them in view of others to thank their contribution.
- Smart app, or tool, or platform to facilitate two-way communication: students-alumni and alumni-HAMK. Interactions, ideas, concerns, feedback, invitations, responses, etc. worth a dialogue between parties, not a monologue.

- Rewards or gifts (texted hats or T-shirts “Successful HAMK Alumni”) if they mentor current students, recommend, and recruit prospective student.

2.8 Question 8: What kinds of activities would you feel like to contribute to HAMK?

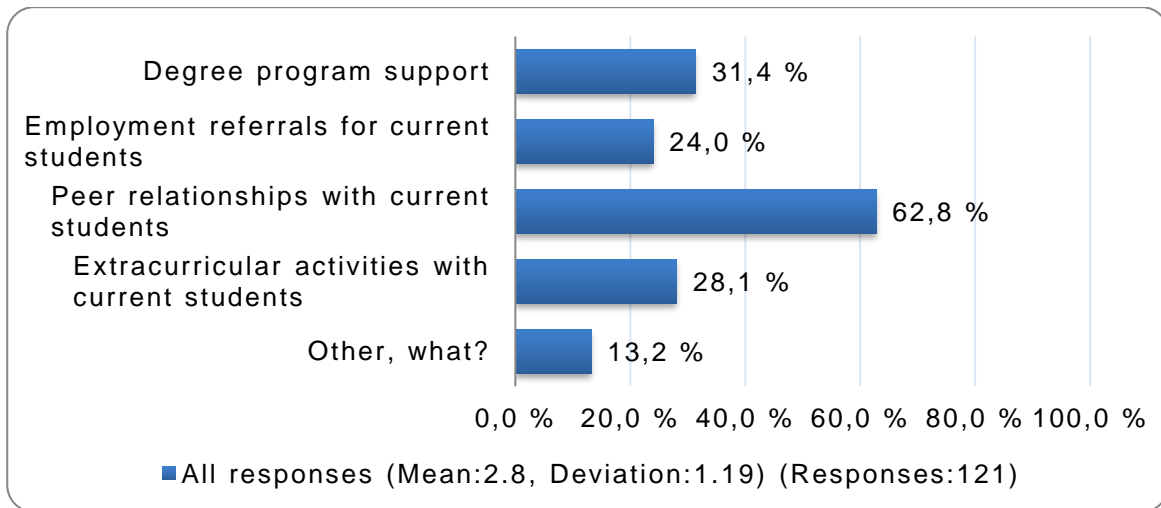


Figure 8: Alumnikysely HAMK 2022 results (Hameenamk., 2022).

In this question two very important aspects were taken into consideration, the first obvious one is related to the activities in which alumni are interested in when it comes to their contribution to HAMK, and the second hidden one is the fact that behind each answer, it has been stated that alumni are somehow committed to HAMK, and ready to contribute whatever the type of contribution is, which is a very good point in itself. In fact, the number of respondents to this question was 121, which means that 121 probable potential alumni are ready to be involved and make contribution for HAMK.

The majority of the respondents (62,8%) have chosen the contribution related to peer relationships with current students, then come three groups of respondents which the amounts are almost the same (between 24 and 31%), that were accordingly ready to help in matters related to the degree program, ready to contribute to extracurricular activities with current students, and ready to be as employment referrals for current students. The last category of respondents was the one who was interested in making some contribution but not in the ones previously mentioned, but in other areas such as:

- Mentorship

- Coming to HAMK as visiting lecturer
- Sharing experiences
- Matters of federal affairs

Recommendations for the future practice

From the results above, the authors conclude that a good number of alumni are in general ready to be at the service of HAMK, by monitoring HAMK's students in different ways. The most relevant/preferred contribution was the one related to keeping peer relationships with HAMK's current students, which means that HAMK could create some platform dedicated to peer relationships between alumni and HAMK's current students, or organizing some events related to the same topic, where both groups are present. In fact, this will have a very positive impact in the current students' well-being, especially if the authors consider the very difficult 2 years (due to the pandemic), where students' mental health was negatively impacted due to loneliness and lack of peer support. HAMK must also benefit from the second category of respondents, that are interested in helping in matters related to the degree program support (via mentorship, sharing experiences when for example being as visiting lecturer), extracurricular activities, and support for recruitments. Therefore, a platform should be created to gather all these ones under the same umbrella, and then make the contribution of alumni realizable in the field.

In addition, all the contribution activities mentioned previously could be taken into account, in all HAMK's social media channels, especially in Instagram and TikTok, that are the most used ones by the students. In fact, HAMK could collaborate with those most committed and interested alumni and give them some space in Instagram or TikTok, so that they can for example share valuable hints such as:

- What should be avoided when passing a job/training interview?
- How the transition period from student to employee could be done smoothly?
- How could one find an internship/ thesis project idea?

Alumni could share these hints in a form of short story (for example named: "The story of success"), and this latter could be published between 1-3 times a week via HAMK's Instagram and TikTok.

2.9 Question 9: Which kind of alumni events would you like to see organized that you are likely to participate in?

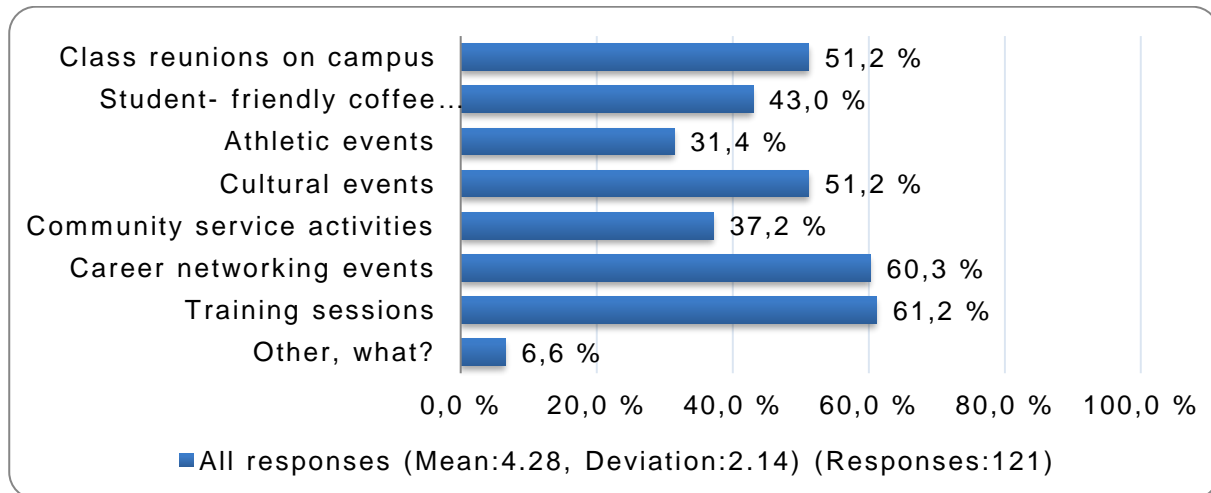


Figure 9: Alumnikysely HAMK 2022 results (Hameenamk., 2022).

The results gotten from the question above show that the first and most relevant category brings together 4 types of the most desired events by alumni: Training sessions (61,2%), Career networking events (60,3%), then Class reunions on campus (51,2%) and Cultural events (51,2%). The second category could be concluded in 3 kinds of events: Student- friendly coffee meetings/events (43%), Community service activities (37,2%) and Athletic events (31,4). The last category (open ended question) contained suggestion such as:

- Parties (could be joined to cultural events)
- Virtual coffee meetings (could be joined to student- friendly coffee meetings/events)
- Student events for alumni to attend (could be joined to class reunions on campus)

Recommendations for the future practice

Based on this data, the authors notice a logical correlation with the previous questions' results, since the first and most relevant category of the previous question (question 8: the contribution related to peer relationships with current students) could be realized through the most relevant category of the question 9: Training sessions, career networking events, then class reunions on campus and cultural events. Therefore, when organizing events, HAMK should concentrate on the themes

related to the latter areas, or then when inviting alumni to give a lecture to the current students, then the lecture should be around topics especially related to career networking.

The authors knew already from the SWOT-analysis, that the lack of resources is one of the big challenges HAMK could face when it comes to organize events. However, events related to career networking and recruitment (which are the most preferred ones for both alumni and current students) could be held in collaboration with alumni' workplaces. In fact, these events could be done via sponsorships. As the authors knew, nowadays there is specialized departments inside the companies that are called (talent acquisition), and which role is to find potential competencies from different channels (including recruitments' events). Moreover, there are some organisations offering bonus to their employees if they can serve as talent acquisitionist (for exp: via referrals). Thus, in this case the authors are talking about a win-win project from which all parties could benefit.

Also, the organization of cultural and sport events could be realised through sponsorships, under the umbrella of employees' well-being. Nowadays, most of the companies have special activities to promote their own employees' well-being, in fact, cooperation between HAMK and companies could be achieved via alumni, since the companies that will sponsor those events could at the same time benefit from two aspects: promote employees' (alumni) well-being and acquire new potential talents (students that are about to graduate).

2.10 Question 10: How would you like events to be held?

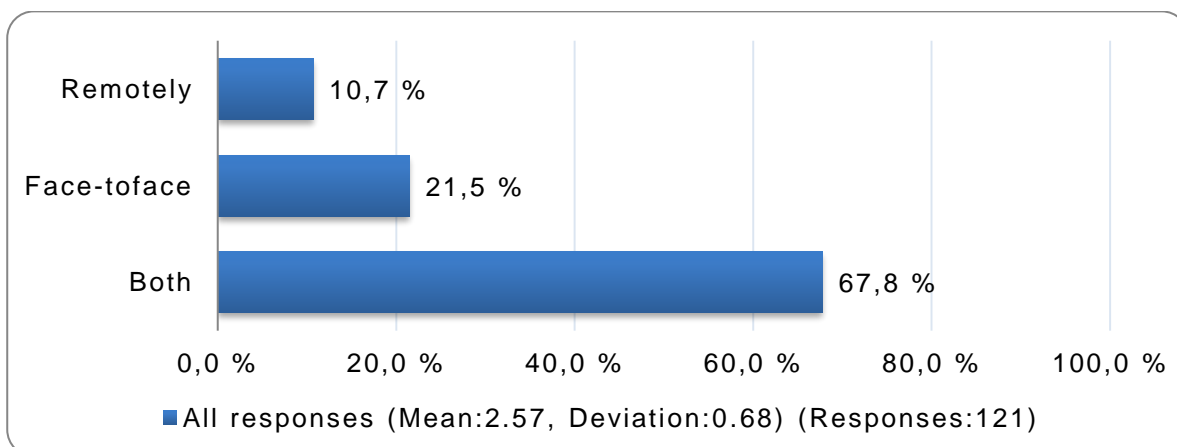


Figure 10: Alumnikysely HAMK 2022 results (Hameenamk., 2022).

Most of alumni are flexible when it come to the nature of events (face-to-face or remotely ones), with a small preference for the face-to-face ones. And when considering the previous questions' results (about events wanted to be realized by alumni), the authors then have a confirmation that the events most organized at HAMK or in a place where all the concerned people can meet face to face.

Recommendations for the future practice

Based on the latter results, the authors can conclude that face-to-face events are more appreciated by alumni, and this seems totally logic if the authors take into account the two difficult years of the pandemic, that has somehow increased the nostalgia to the normal and old classical way of meetings. In addition, face-to-face events allow both parties (alumni + current student) to interact with each other in a more efficient way, as well as alumni with their previous teachers, which increase the feeling of alumni of being valued and belonging to HAMK institution.

2.11 Question 11: Pre-pandemic, what prevented you from participating in alumni activities?

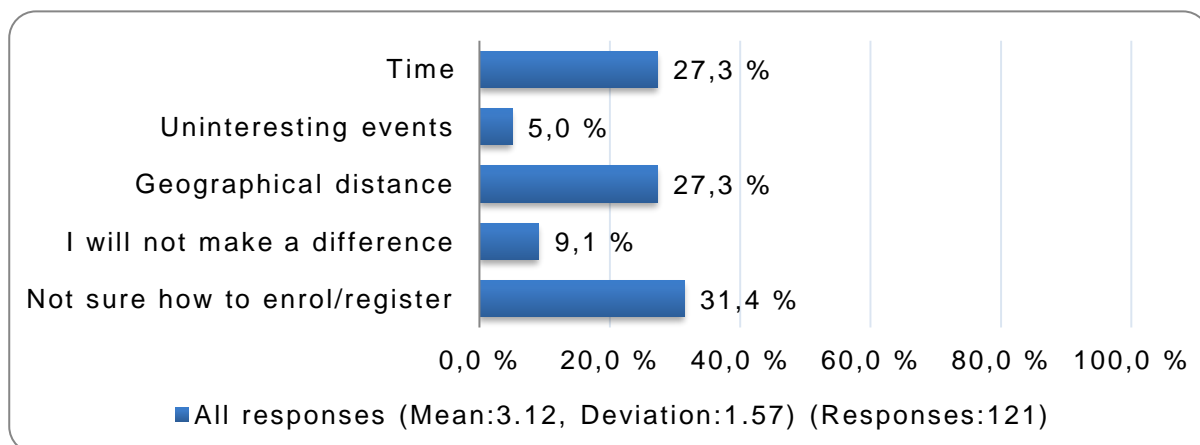


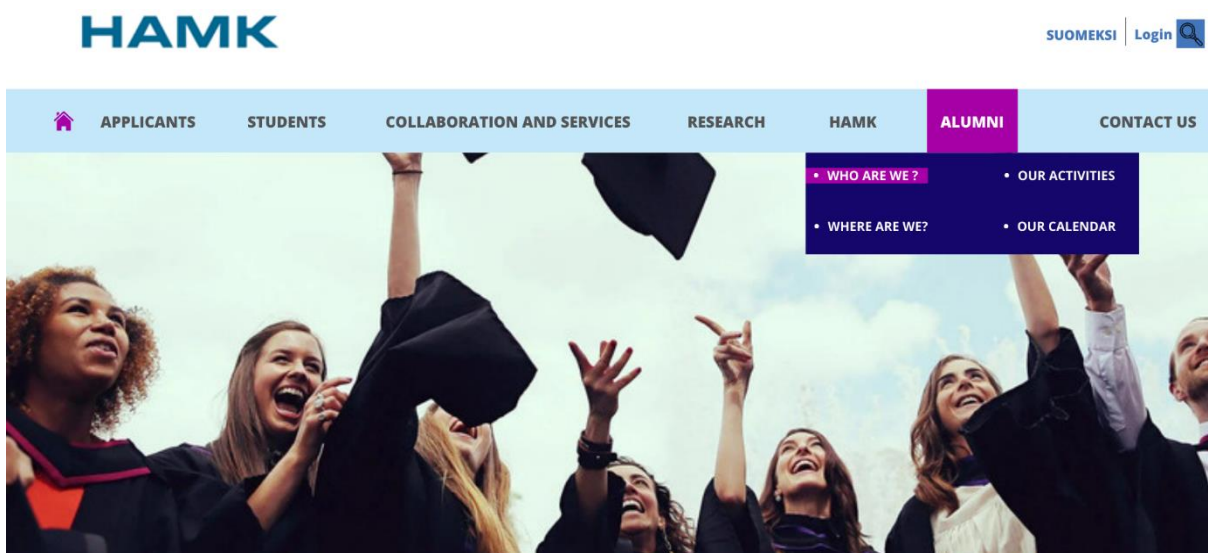
Figure 11: Alumnikysely HAMK 2022 results (Hameenamk., 2022).

In this question, (and regardless of the pandemic situation), the authors tried to figure out which kind of challenges could prevent alumni in participating in upcoming events (during the post

pandemic period). The most relevant ones were those where alumni reported ignoring how to enrol/ register to the event (31,4%), then challenges such as lack of time and long geographical distance have come in the second position (27,3%).

Recommendations for the future practice

These results lead us to the fact that HAMK's website (especially the part dedicated to alumni) is not that attracting or even not clear and easy to access. Thus, and as already mentioned in the results' interpretation of the question 5, HAMK website must be improved, in terms of access fluency to Alumni section, which could be shown in the home page of HAMK's website (please see the suggested model below).



In the other hand, barriers related to timing and distance are usually the most common ones, and to avoid them, results of question 12 (about the most suitable time for attending a future alumni event) could be taken into consideration.

2.12 Question 12: What are your preferred days and time for attending a future alumni event?

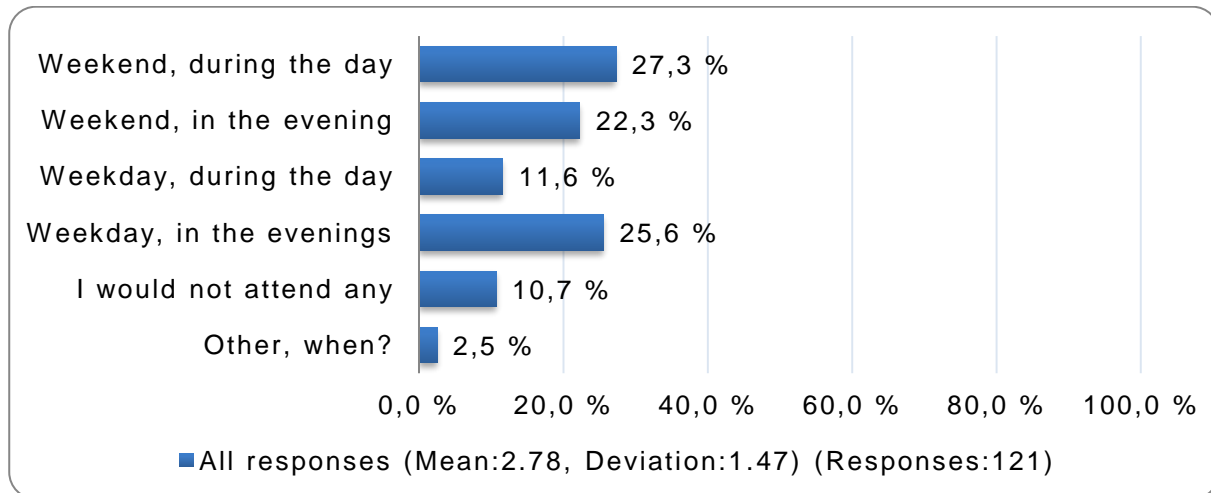


Figure 12: Alumnikysely HAMK 2022 results (Hameenamk., 2022).

The purpose was to find out, was there a specific time or day which could suit best for alumnus, if events are held. In this question was no specific type of event, or organizing way, remote or/and face-to-face meeting, and this of course affects to replies and their variation.

The question had six answer options, two for weekends and weekdays (evening and daytime), and one option for “other,” and besides option not going to participate “I would not attend any.” Weekend combining evening and daytime option, got almost fifty percent of votes (daytime 27,3 %, evening 22,3 %). Weekday in the evenings got 25,6 %, and during the day 11,6 %. I would not attend any option got 10,7 %, and other 2,5 %. For option “other” the free respond was mainly do not know and anytime, because of work schedule or depending on the event.

Recommendations for the future practice

Depending the way event is held, and what type of event is, HAMK must take care that information about the event takes place on time, so that participants can influence their own schedules. Weekend and evenings overall, were the most popular options in this survey, and those would be best to start with. If the event is short in duration, weekday evening could be suitable, because participants are likely to come from the immediate surroundings. A bigger/longer duration event would potentially work better on weekend time, because there might be participants from a wider

area. Whenever it is possible to display the event remotely, it would be good to offer that possibility, and events should have some question and feedback channel possibility. Also, if it is possible to record the event/presentation etc., offer the opportunity to subscribe a link to email. At appropriate intervals, HAMK could also arrange a poll/survey of appropriate event times for example in social media.

2.13 Question 13: Which methods would you prefer to be used for HAMK to keep in touch with you?

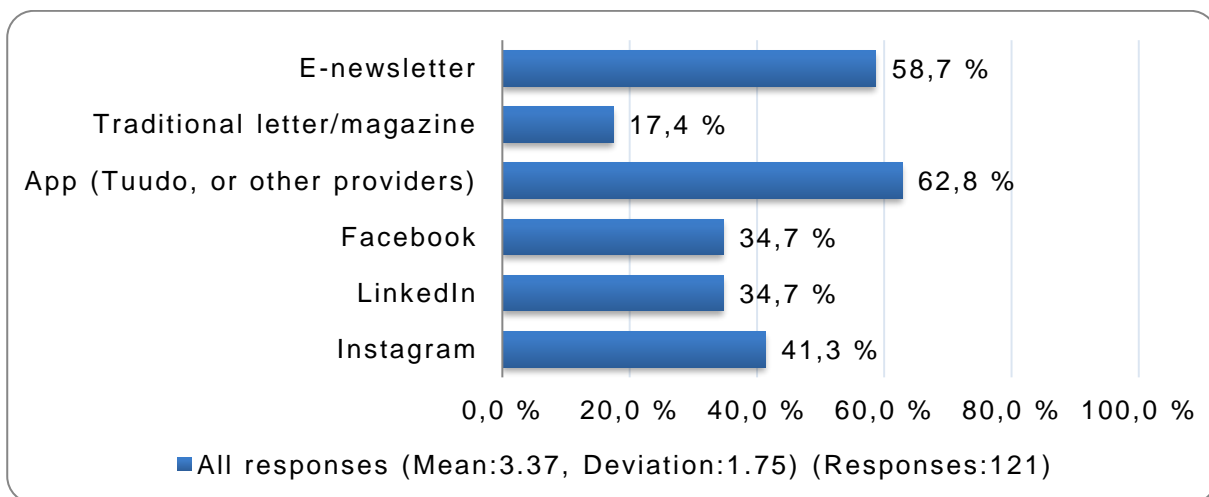


Figure 13: Alumnikysely HAMK 2022 results (Hameenamk., 2022).

There were alternatives to this question: e-newsletter, printed letter or magazine, Facebook, LinkedIn, Instagram, or some app, Tuudo was mentioned in this context. The question prefers the electronic options, there were only one printed option. E-newsletter (58,7 %) and app (62,8 %) options received the most votes. After those came the social media options, Instagram (41,3 %), Facebook and LinkedIn (both 34,7 %). Traditional printed letter or magazine got 17,4 %.

Recommendations for the future practice

The most popular options e-newsletter and possible app might be good options not just by its popularity, but also in terms of the scope and visibility of the content. E-newsletter and app offers more space for contents, and the send message doesn't disappear into mass, so easily. Social media channels could serve as a good support element, and reminder of events, enrolments and so on.

2.14 Question 14: Do you have any suggestion how can HAMK support you personally and professionally?

Source 1: Alumnikysely HAMK 2022 results, slide 21 – 23 (Hameenamk., 2022).

This was open ended question with no answer options. The question was not limited or opened in anyway, and the purpose was to collect as diverse ideas as possible. There were twenty-four written answers, where several had many separated ideas, in addition, there were five empty answers. The most desirable action was some kind of an event. Clear theme or style of the event did not arise, but mentions received for example well-being, broad career opportunities, networking, meetings, and integration activities. Education, short courses, and different projects opportunities were also missed and mentioned in many answers, as well as career stories, advices, and mentoring.

Recommendations for the future practice

Survey respondents hope for diverse options, and many hopes were related some way to self-development. Easy access and low threshold courses and workshops, for those who do not want or need wider whole. Access to relevant publications in library etc., and recommendations for those. Expand alternatives, by making cooperation with other universities in Finland and abroad. A channel for career opportunities all over the world, not just in Kanta-Häme area. Real-life stories from previous students, different workplace and -fields, using multiple ways and different channels, (interviews at real-time and/or in newsletter, blog etc.) and possibility to ask questions and interact with interviewees.

2.15 Question 15: Do you have any wishes if HAMK offers app for alumnus?

Source 2: Alumnikysely HAMK 2022 results, slide 24 – 25 (Hameenamk., 2022).

This question too was an open ended one, idea was that if HAMK have some kind of app, whether users have special need and/or wishes for it. There were twenty-six answers in all, in which nine were empty or do not know. In many responses, there were hope for a news feed, and active updating for example events, discount information and notices about upcoming courses and projects in form of an event calendar. Also, in functions, respondents wish discussion forum or communication platform for alumni. In the layouts and operating functions, respondents hope for

clarity, ease of use, and over all user-friendliness. In total, survey respondents seemed to take the idea of the app well, and its introduction should definitely be explored and considered.

Recommendations for the future practice

HAMK should explore possibility for an app. The app should be clear and easy to use. Creating and updating the content must be prime priority, to keep interest up, and the content should be available in English also. Layout and color scheme would be uniform with other releases (web pages, social media etc.). Comprehensive recommendation for different app options, can be found in the report of this project: *Possibilities of implementing an app*.

3 Conclusion

Throughout this report, the authors have recognized that, alumni association has an impactful potential in collaborating with HAMK to help build career services and provide professional development events. Moreover, alumni association could be a community that brings into life the networking opportunities connecting students and graduates. Therefore, the university should rely much more on their alumni, obviously, they can and are willing to give back to their alma mater. The mission of the survey is to make future plans for HAMK to stay connected with students and graduates in a more active way, also to add more benefits to the network. At the ending stage of project completion, HAMK can now utilize this report, inspect deeply the data, and apply those recommendations to advance and thrive in managing its future alumni association.

After finalizing this report, the authors conclude that alumni activation could be considered as a process formed with different parts. This report has brought different recommendations and insights to improve the whole process of alumni activation. However, it is a key of importance to remind that changes must be taken at the beginning of the whole process through more implications in the student journey, where potential alumni are still studying, and this could be realized via more event planification during the study period, to keep students active and in this way, the “actual students’ UX” will be improved, which will have a good impact on making the relationship between HAMK and students even more strong, which could facilitate attracting more alumni to HAMK’s

activities also after their graduation, since they will be left with good memories of those unforgettable moments during their journey at HAMK.

On the other hand, changes in the end of the alumni activation process must also be taken into consideration, by offering recognition stamps/badges (for exp. in LinkedIn) to those active alumni, so that they feel rewarded and valued for the contribution they have made when participating in activities or events organized by HAMK.

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Figure 1 – 13; Source 1 – 2: Hameenamk. (2022). *Alumnikysely HAMK 2022 results*.

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