

Presentation by

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Alumni Engagement for learner engagement and career planning

Real Estate Alumni Engagement

Agenda

- Real estate alumni research
- Workshop
 - Current practices
 - Plans



Background and study aims

- Alumni engagement:
 - Communication within the real estate sector
 - Aligning the educational offer to the emerging industry needs
 - US vs rest of the World
- Programme leaders:
 - UWE practices are suboptimal
 - No time nor resources to do much



Aims

Establish the real estate alumni engagement strategy

- Assessing the current networking practices at universities offering real estate programmes
- Assessing the current networking opportunities available to real estate programmes alumni at UWE Bristol
- Assessing the communication needs of UWE real estate alumni
- Creating of a model of real estate alumni network at UWE



Literature review

- Social capital, promoting diversity, inclusion and equality
- US – donations, continuing education and volunteering => career gains and social connections
- UK – small scale, underfunded
- UWE - CASE's global Alumni Engagement Metrics – comms improvements needed
- Social networking sites
 - Low cost
 - Far reaching
 - Collaborative



Methodology (1/2)

- Secondary data
 - Literature review
 - Website searches – 15 UK, US and European universities
- Focus group and semi-structured interviews with UWE staff



Methodology (2/2)

- On-line alumni survey:
 - Assessing the communication needs of UWE
- One-to-one semi-structured interviews

- Creating of a model of real estate alumni network at UWE

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 **Klaudia Wojtowicz UWE Real Est...** @klaudiawojto... · 27 Aug 2021 ...

Attention UWE Real Estate Alumni!
Take part in exciting research on reshaping UWE Bristol Real Estate Alumni Network!
If you are UWE Real Estate alumni please share your thoughts with us by responding to this survey: uwe.eu.qualtrics.com/jfe/form/SV_8u...
Thanks for your support!

😊😊😊😊

Help us reshape the Real Estate Alumni Programme
Fill out the survey! 

UWE Bristol University of the West of England

Market practices

- Aims:
 - Educate
 - Inspire
 - Connect students with the industry
 - Mentoring
 - Donations
 - Research
 - Job opportunities and volunteering
 - CPD promotion
- Total networks (14)
- Networks restricted to RE (9)
- Funding:
 - University
 - Membership fees (3)
 - Donations / sponsors
 - Events



Market practices

- Management: alumni – current students
– academic staff – central staff
- Events:
 - Training / webinars / conferences
 - Socials (movies, quizzes, trips, outdoor experience)
 - 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

Interviews and surveys

- UWE wide
 - 4 staff, 300,000 alumni members (since 1970)
 - Fundraising, donations and sponsorship
 - No holistic approach
 - Missing on not organising experiential events
- Architecture and Built Environment
 - Twitter and Facebook driven by individuals
- Real estate
 - Cherry picking ...



← Tweet



UWE#BuiltEnvironment
@UWEArchBuiltEnv

End of another UWE ABE open day. Could not do it without our wonderful student ambassadors and our R-block home. www1.uwe.ac.uk/et/abe.aspx



Stakeholders' views

- 70% of students found the networking at least 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
- Alumni don't like member fees

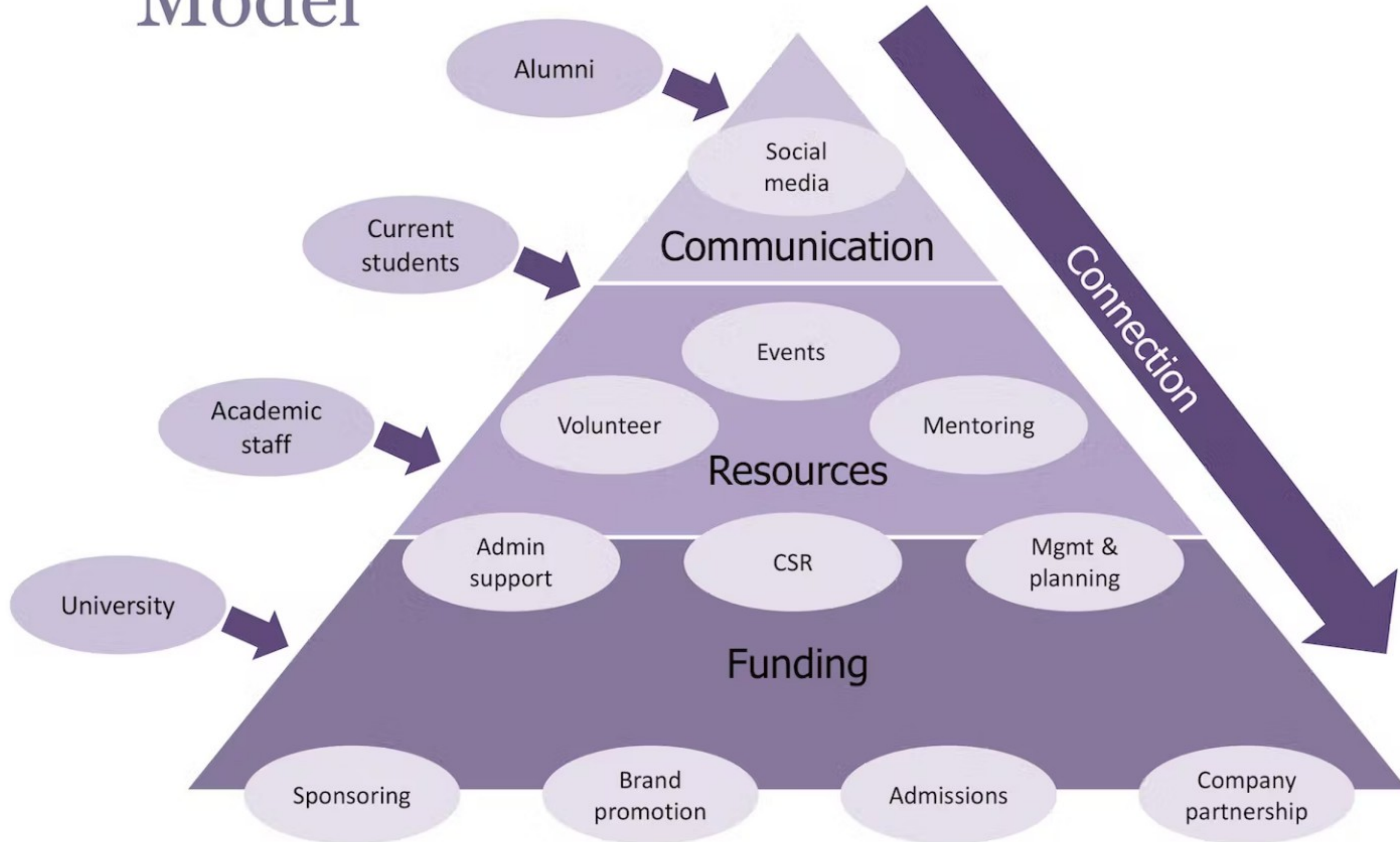


Results

- Benefits for alumni:
 - Improving professional networks
 - Sourcing talent
- Benefits for the university:
 - Improved employability amongst graduates
 - Growing students' enrolment
- Barriers:
 - Lack of consistent communication strategy
 - Limited human resources
 - Insufficient funding



Model



Actions

- Management – academic staff / alumni / students / UWE
- Lecturers as link between alumni, students and the university
- Tidy up communication channels
- Organise each year at least one large scale event
- Formalise mentoring programme
- Get funding
- General admin



Alumni engagement on your programmes

- How do we engage with our alumni?
- How satisfied are our alumni?
- What are we doing well?
- What are we doing no so well?
- What could / should we stop doing?
- What could / should we start doing?
- What support do we need?



Future research

- Best practices – maturity model
- (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

