Research Alumni as an integral part of international cooperation

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Introductory Questions

- Are alumni a substantial part of every institutional INZ strategy?
- To what extent can & do they support institutional campus and curriculum INZ?
- How sustainably are they involved in research and teaching at their alma mater?
- Do alumni support the development of HEIs’ strategic international networks?
- In what way do alumni help shape the global profile of HEIs?
- How to stay connected?
- How to keep alumni’s attention?
- How to deal with the concept of ‘shared alumni’?
- What is the status of alumni with regard to their alma mater?
- How do alumni access resources provided by their alma mater?
- How do we deal with global challenges? (SAR, SRF, PSI)?
Looking back to the future – the balance of perspectives
## Categories II

<table>
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<tr>
<th>Alumni &amp; Friends</th>
<th>• International Students (Degree, Exchange and Visitors)</th>
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| Partners         | • International Visiting Scholars (Visiting Scholars Programmes, Summer Schools)  
                    • International Fellows  
                    • Adjunct Professors |
| Ambassadors      | • Alumni Contact Points  
                    • Strategic Research Network Coordinators |

### Focus on:

- Communication, Social Networks
- Projects, Research, Teaching
- Strategy, Global Profile
The Alumni Ambassador’s Profile

Categories III

- Marketing
- Outreach
- Recruiting
- Networking
- Quality Assurance
- Global Profile
- Strategy
Alumni Events

- Concept
- Benefits
- Continuous History
Systematic Development 2012-2016:

- Opening of the Bayreuth International Alumni Centre (BIAC) in January 2012
- Configuration and utilization of the database (3/2012)
- Development of an interactive platform “Alumni International” (10/2012)
- Establishment of BIAC as part of UBT’s International Office
Establishment of Networks and Events

- Homecoming Bayreuth, July 2012
- Establishment of the “Network Asia”: China, Shanghai, September 2012
- Establishment of the “Network South and East Africa”: Kenya, Eldoret, November 2012
- Establishment of the “Network West and Central Africa”: Cameroon, Yaoundé, July 2013
Establishment of Networks and Events

- Homecoming Bayreuth, November 2013
- Network Meeting China, Shanghai, March 2015
- Establishment of the “Network Latin America”: Brazil, Florianópolis, November 2015
- Network Meeting Kenya, Eldoret and Maseno, February 2016
- Establishment of the “Network North America”: Boston, USA, October 2016
Global ACP Network V

Global Bayreuth ACP Network 2017

Center for North America
Centre for Europe/University of Bayreuth
Centre for Eastern Europe
Centre for Russia
Centre for Turkey
Centre for East/South Africa
Centre for Asia
Centre for Australia

Main foci / Research fields
Ecology and the Environmental Sciences – Asia
Polymer and Colloid Science – China / Australia
African Studies – Africa / Latin America
Advanced Materials – Latin America
Cultural Encounters and Transcultural Processes – North America

Regional Network Meeting Seoul Spring 2018

Research in Germany

Land of Ideas

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Federal Ministry of Education and Research
Internationalization Strategy 1

- Emphasis on research, teaching, service and global networks
- Cooperation with the most suitable partners worldwide
- Research-oriented master's and doctoral programmes
- Exchange programmes for students and scholars
- Visibility, marketing and outreach/global engagement
- Third Mission
- Governance
- External Evaluation (Internationalization Audit/Re-Audit)
Identification of strategic hubs:

- Europe: Bordeaux
- North America: Boston
- Australia: Melbourne
- Asia: Shanghai
- Africa Cluster
- Latin America (Brazil and Colombia)
UBT’s Gateway Office in Shanghai

- Service centre for members of the University of Bayreuth and our partners in China
- Advises Chinese students and scholars in addition to students and researchers from Bayreuth
- Promotes cooperation in research and teaching
- Hub for academic and industrial cooperation
- UBT ACP
UBT’s strategic hub in Melbourne

- Excellent partner institutions
- Profile plays ideally to many of our strengths
- Longest cooperation destination in Australia
- Balanced bottom-up/top-down approach
- ‘Organically’ grown over the years
- Building of mutual trust
- Prospect of sustainability
- UBT ACP
Alumni Concepts and Activities need to be:

- An integral part of the HEIs’ institutional development plan and INZ strategy
- Rooted appropriately in the HEI’s infrastructure
- Sustained (human & financial resources) through internal monetary allocations, investments and external donations
- Well targeted and communicated through ACPs, web, social and print media to keep the alumni’s attention and create visibility
- Pathways to access to resources for alumni as legal members of HEIs
- Creative & dynamic regarding events’ concepts, locations, formats, funding and timing as well as enhancing benefit and motivation
- Connected to emeriti as traveling ambassadors
- Focused on Regions, Cohort Clusters and Expert Groups to enhance acceptance
- Shared
Thank you for your attention!