

O2 Creation of an Alumni Database

Stakeholder Identification



Authors

Ken Zschocke, Lecturer and Researcher, Fontys School of Technology and Logistics

Margot Franssen, Lecturer and Researcher, Fontys School of Technology and Logistics

***Funded by the European Union
KA2 Strategic Partnerships***

August 2021

Funded Project Partners



Lead Partner

VIA University College, Denmark



Offenburg University of Applied Sciences
Germany



Fontys University of Applied Sciences
The Netherlands



Associated Project Partners

Universidad the Burgos, Spain



HAMK University of Applied Sciences, Finland



University of Applied Sciences Zeeland, The Netherlands



Stakeholder identification

During the research project at hand, the definition of potential areas of interest that an alumni network is comprised of is crucially important. This is relevant as in later stages advice needs to be given with regards to the implementation and operation of an international alumni network. Therefore, prior to this paper, a literature review has been conducted to structure previous academic efforts in the area of alumni networks, as well as to identify all relevant stakeholders that make up an alumni network. Both efforts have resulted in the following segmentations and definitions which will be used further stages of the research project:

Relevant aspects of an alumni network that need to be defined are:

1. Stakeholders
2. A stakeholder's motivation in attending an alumni network
3. Activities of the alumni network
4. Communicational demands (e.g., communication channels)
5. Digital environments (and functionality) used for communication
6. Organizational support of the network (in its operations)

Alumni network stakeholders that have been selected for the collection of primary data based on scientific literature are:

1. Higher Educational Institutes (HEIs)
2. Companies / Corporate partners
3. Alumni
4. Students

The coming research activities will hence focus on gathering in-detail information on the preferences of the stakeholders defined (phase 3), as well as defining (technical) functions that an alumni network should cover based on these preferences (phase 4). Ultimately, considerations in regard to functional support of an alumni network will be formulated based on the aforementioned activities (phase 5).