

*The strategic importance  
of Alumni relations  
In modern Higher Education Institutions*

Prof. Luciano Saso

UNICA Secretary General

[secretary.general@unica-network.eu](mailto:secretary.general@unica-network.eu)

# UNICA Member Universities

## Albania

Polytechnic University of Tirana  
Tirana University

## Azerbaijan

Baku State University

## Belgium

Université libre de Bruxelles  
Vrije Universiteit Brussel

## Bulgaria

Sofia University St. Kliment Ohridski

## Bosnia and Herzegovina

University of Sarajevo

## Croatia

University of Zagreb

## Cyprus

University of Cyprus

## Czech Republic

Charles University

## Denmark

University of Copenhagen

## Estonia

Tallinn University

## France

Université PSL (Paris Sciences et Lettres)  
Université Sorbonne Nouvelle

## Georgia

Tbilisi State University

## Germany

Freie Universität Berlin

## Greece

National and Kapodistrian University of Athens  
Panteion University

## Hungary

Eötvös Loránd University of Budapest  
Semmelweis University

## Iceland

University of Iceland

## Ireland

University College Dublin

## Italy

Sapienza Università di Roma  
Università degli Studi di Roma "Foro Italico"  
Università degli Studi di Roma Tor Vergata  
Università degli Studi Roma Tre

## Latvia

University of Latvia

## Lithuania

Vilnius University

## Luxembourg

University of Luxembourg

## Montenegro

University of Montenegro

## Netherlands

Universiteit van Amsterdam

## Poland

University of Warsaw

## Portugal

NOVA University Lisbon

## Republic of Moldova

Moldova State University

## Republic of North Macedonia

Ss. Cyril and Methodius University in Skopje

## Romania

Bucharest University of Economic Studies  
"Carol Davila" University of Medicine and Pharmacy  
University of Bucharest

## Serbia

University of Belgrade

## Slovakia

Comenius University in Bratislava

## Slovenia

University of Ljubljana

## Spain

Universidad de Alcalá  
Universidad Autónoma de Madrid  
Universidad Carlos III de Madrid  
Universidad Complutense de Madrid  
Universidad Rey Juan Carlos

## Sweden

Stockholm University

## Switzerland

University of Bern  
University of Lausanne

## Türkiye

Ankara University  
Middle East Technical University

## Ukraine

Igor Sikorsky Kyiv Polytechnic Institute

## United Kingdom

Cardiff University  
King's College London  
Queen's University Belfast  
University of Edinburgh

**UNICA is an institutional Network of Universities from the Capitals of Europe. It was founded in 1990, and it is currently made up of [56 universities](#) from [41 capital cities of Europe](#), combining over 150.000 university staff and 1.500,000 students.**

# UNICA: Network of Universities from the Capitals of Europe



[www.unica-network.eu](http://www.unica-network.eu)

## UNICA Activities

-  General Assemblies
-  UNICA Days (flagship event)
-  Leadership Seminars
-  Student activities
-  Networking and collaboration
-  Policy & advocacy
-  Capacity building events
-  European funded projects

## Topics

-  Leadership and Governance
-  Internationalisation and mobility
-  Innovative learning & teaching
-  Research and Innovation
-  Sustainability
-  Urban challenges
-  Scholarly Communication
-  PR & Communication

## European University Alliances

-  UNICA has an umbrella role, monitoring and supporting the initiative

**40 members** in European Universities Alliances

**23 out of 65 existing** alliances have at least one UNICA member

## Annual Report & Publications

Scan for the  
Annual Report



Scan for the other  
publications



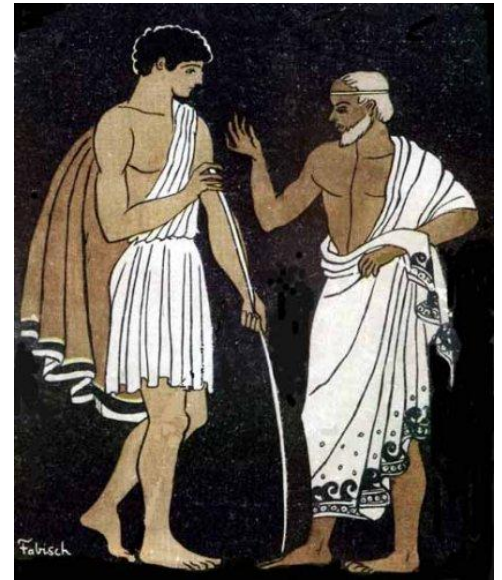
# ALUMNI RELATIONS: QUALITY & VISIBILITY OF THE INSTITUTION



## ALUMNI RELATIONS: CONTINUING EDUCATION



# ALUMNI RELATIONS & MENTORSHIP: CAREER DEVELOPMENT & EMPLOYABILITY



# ALUMNI RELATIONS: ENDOWMENT AND FUNDRAISING





# ALUMNI DEFINITION

BSc & MSc graduates

Ph.D holders

post-docs?

Researchers?

Exchange Students, PhD candidates?

Exchange Researchers, Scholars?

# UNICA ACTIVITIES ON ALUMNI RELATIONS



## 2009

- **Workshop on UNICA Strategies for International Alumni Work**, January, Freie Universität Berlin

## 2014, 2016, 2018, 2019

- **Preliminary meeting for the Preparation of a European Project on the role of Alumni Associations in linking Academia and Industry**, September '14 & **Project Proposal submission for ALUPAIRS**, '16, '18, '19

## 2021

- **UNICA – SGroup Webinar: Global alumni relations and models of alumni services & engagement as a strategic task of HEIs**, September

## 2022

- **Survey on Alumni activities at UNICA universities**, January
- **Launch of the publication “UNICA Alumni Activities: Survey report on Alumni Services within member universities”**, March
- **Informal online session on Alumni, university and identity**, April
- **Informal online session on Communication Strategies of Alumni Relations**, September

UNICA PR & Communication

March 2022

# UNICA Alumni Activities

Report of the survey carried out in December 2021/January 2022  
focusing on Alumni services within UNICA member universities

- <https://www.unica-network.eu/publications/unica-alumni-activities-survey-report-on-alumni-services-within-member-universities/>

Out of the total number of Alumni in your university, with what percentage do you have contact with?

23 responses

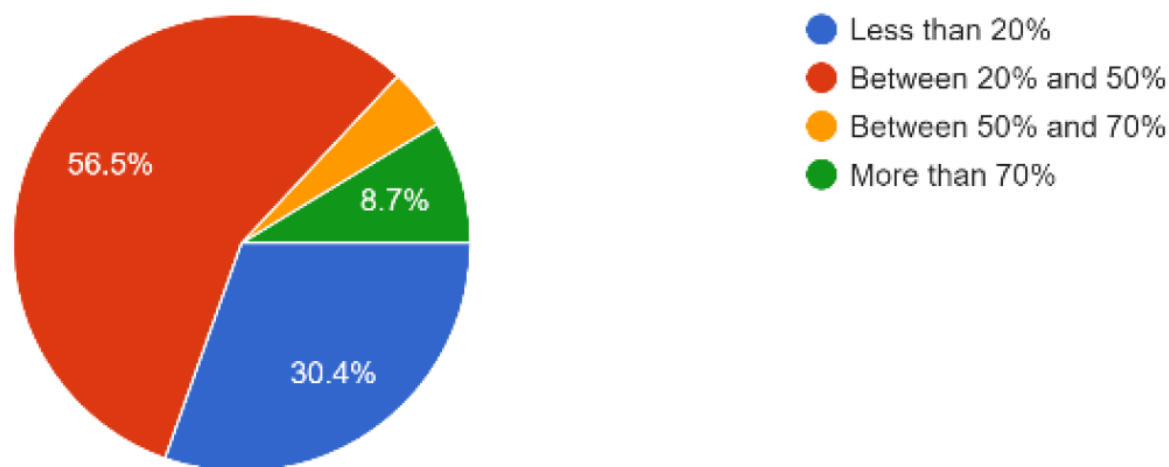


Figure 2: Contact with alumni

Does your university have a strategy in place to maintain and develop relations with its Alumni?

23 responses

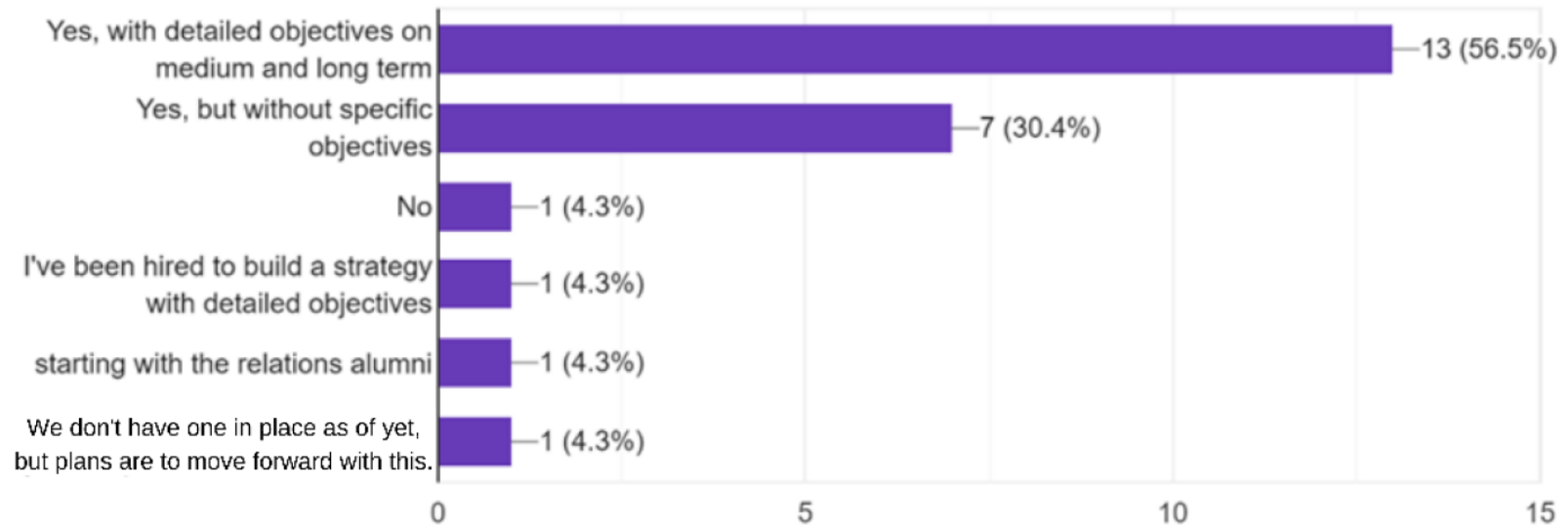


Figure 3: Information on strategies in place to maintain and develop Alumni Relations

## How does your university manage Alumni relations?

23 responses

Trova st

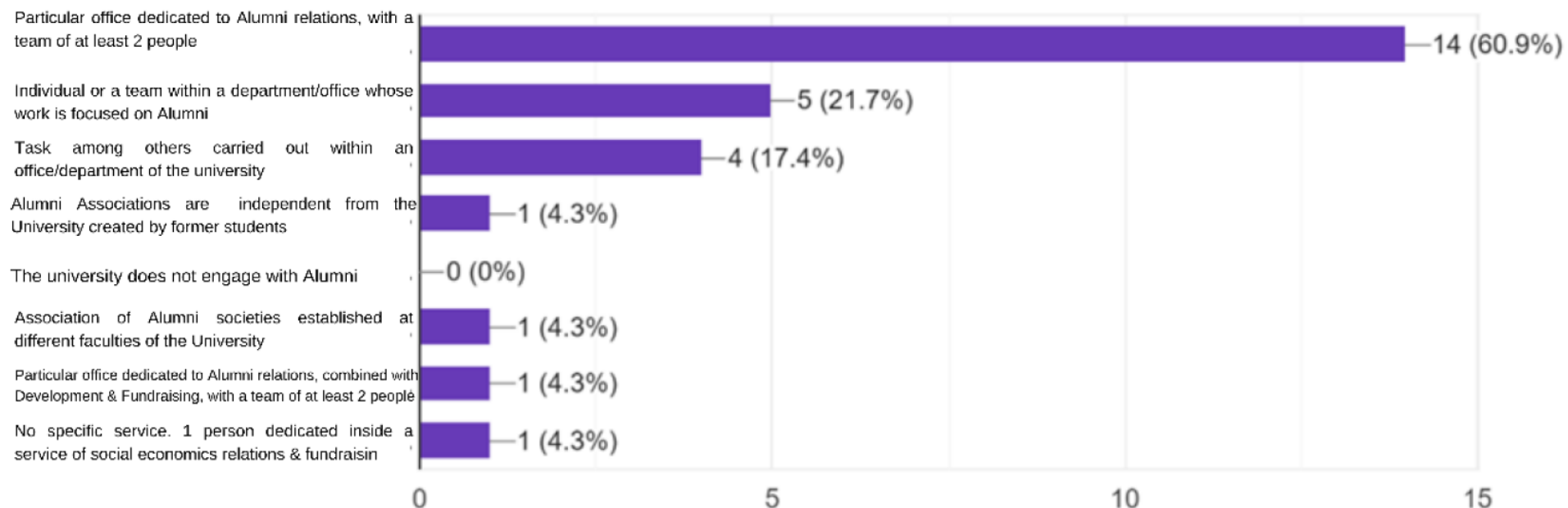


Figure 4: Structures in place for the management of Alumni Relations

## What are your university's main objectives for maintaining and developing relations with Alumni (Choose maximum 2)

23 responses

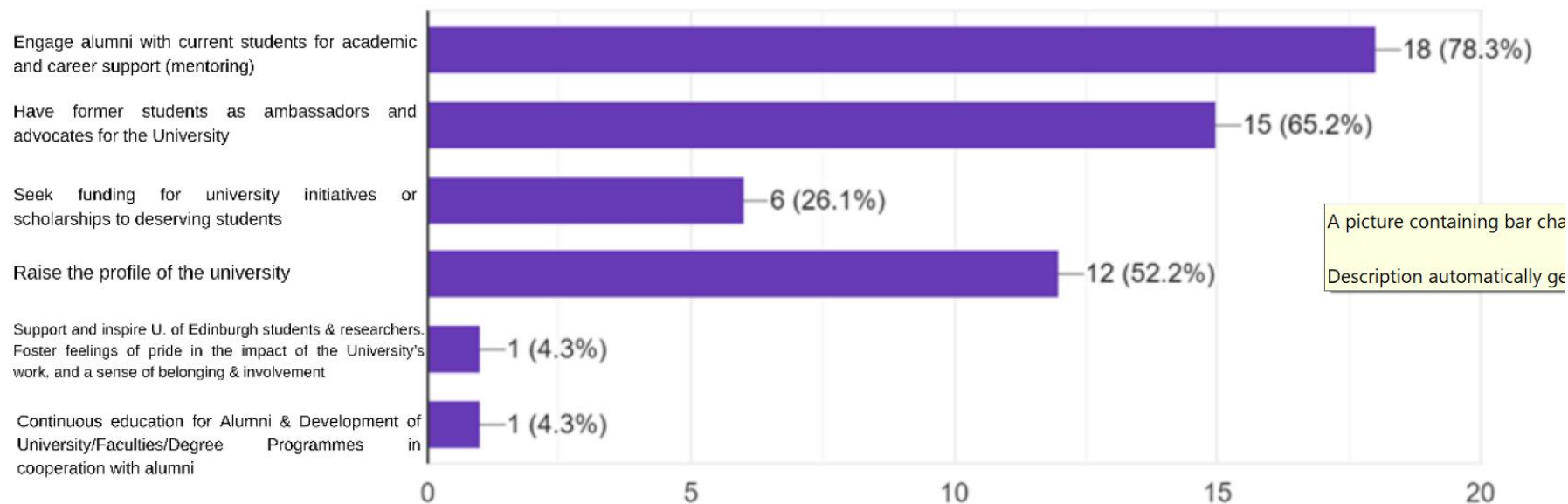


Figure 5: Main objectives of Alumni Relations at UNICA member universities

## What communication tools does your university use to connect with Alumni?

23 responses

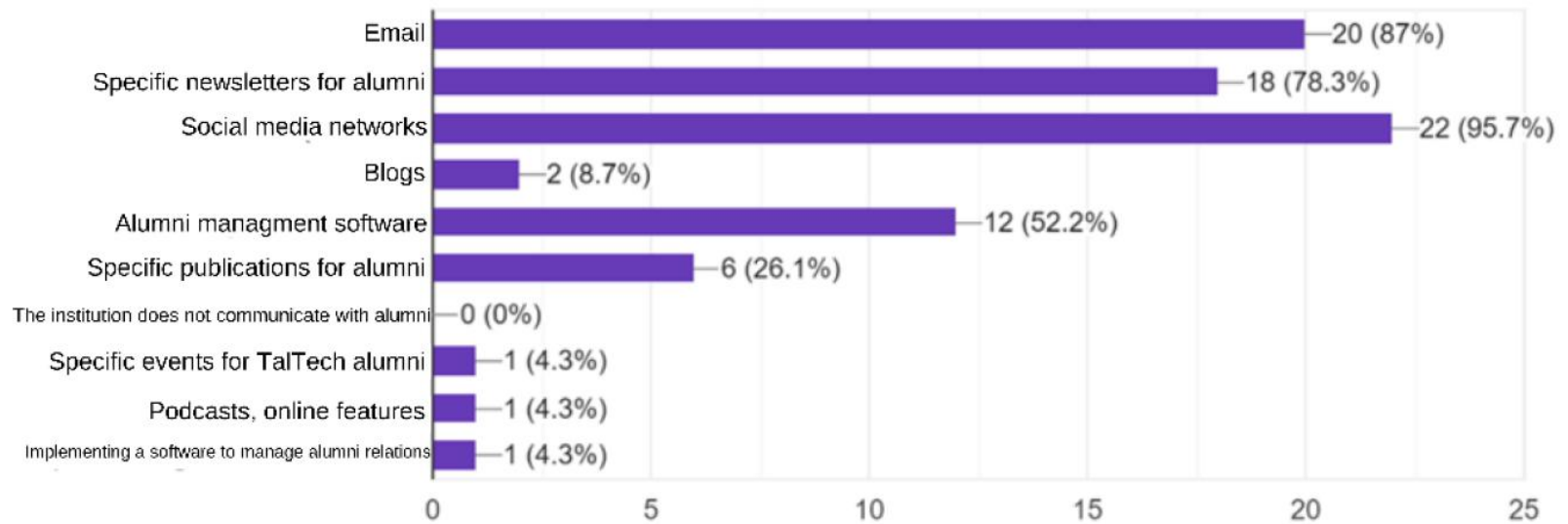


Figure 6: Communication tools used to communicate with alumni



## How are the Alumni activities financed?

23 responses

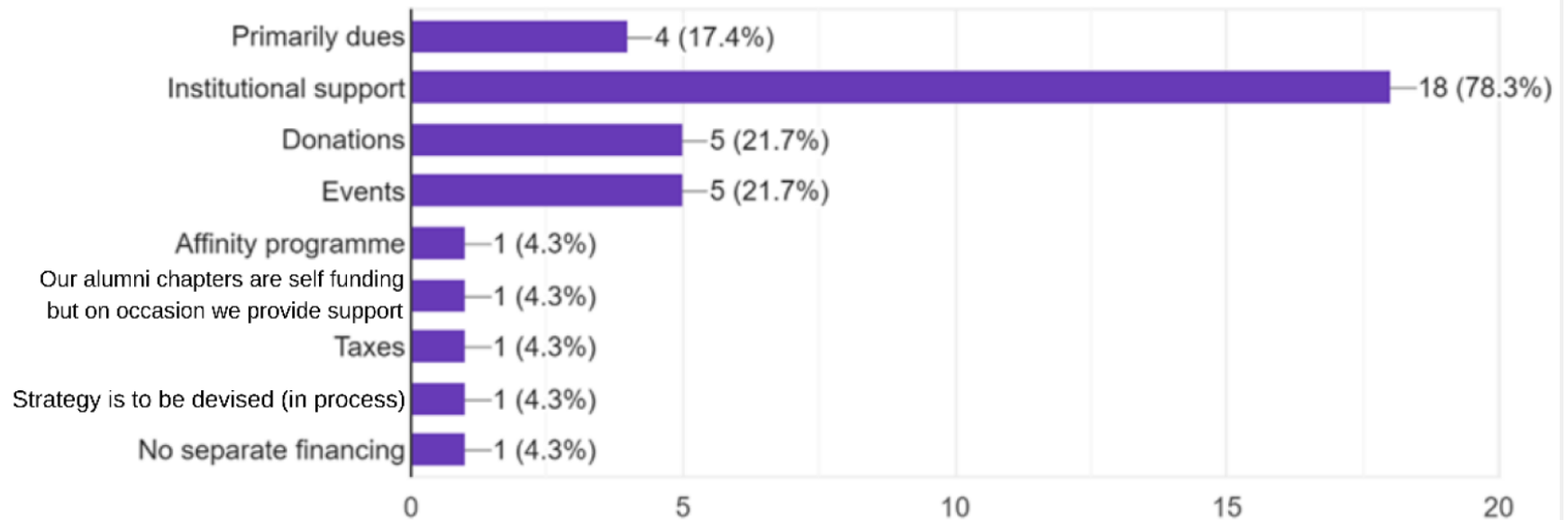


Figure 9: Funding of alumni activities

## How does your institution build a database with the alumni contacts?

23 responses

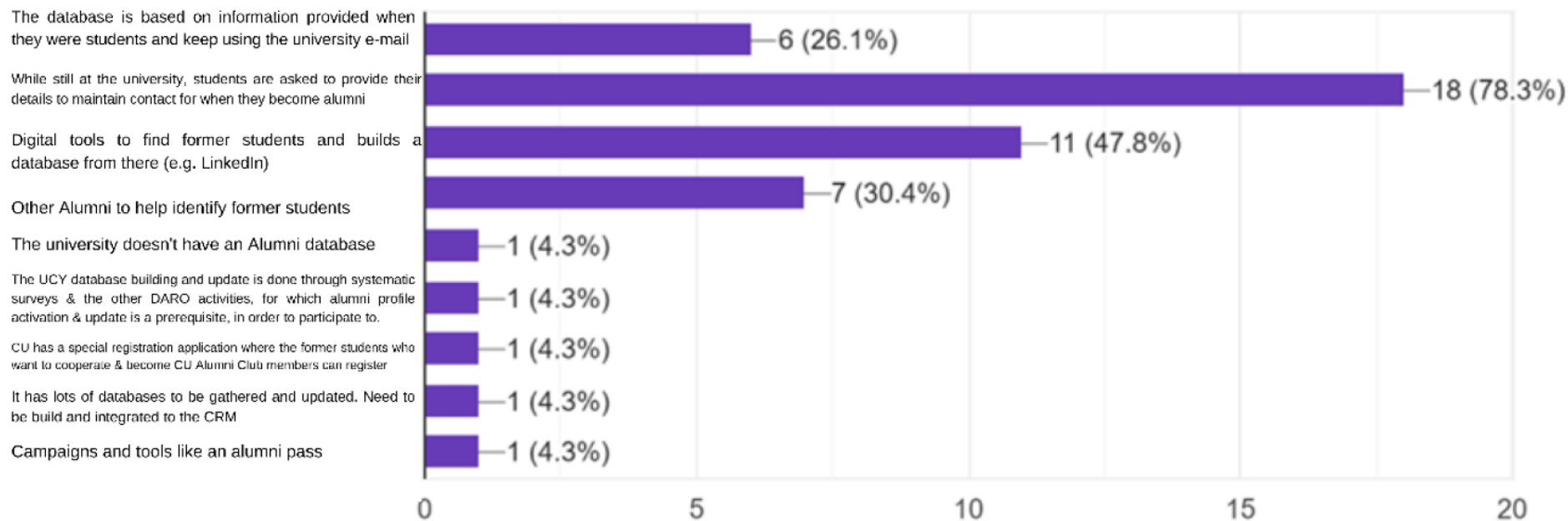


Figure 10: Database of alumni

# ALUMNI RELATIONS & EUROPEAN ALLIANCES

## UNICA members in the European Universities Alliances

**40 out of the 56 UNICA member Universities** take part in European Universities alliances. In other terms, **23 out of the 65 existing funded alliances** have at least one UNICA member University as partner. One UNICA member university is also part of one of the Alliances that was granted the Seal of Excellence.

<https://www.unica-network.eu/activity/european-universities/>

# ALUMNI: LEADING BY EXAMPLE



# ALUMNI & THE NEW DIGITAL REVOLUTION

AI (CHATGPT, etc)  
INNOVATION IN PEDAGOGY

etc.

# ALUMNI & EUROPEAN REFORMS

Curricula reforms  
European degrees  
Microcredentials  
Blended intensive programmes  
Open labs  
etc.

# ALUMNI & PhD Education



Thank you for your attention

[secretary.general@unica-network.eu](mailto:secretary.general@unica-network.eu)



Network of Universities  
from the Capitals of Europe

[www.unica-network.eu](http://www.unica-network.eu)



**Co-funded by  
the European Union**