

The Power of Global Alumni Networks: Examples from Hertie School

Nena Grceva, Director Alumni Affairs

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UNICA Alumni Relations Conference

About Hertie School

- Established in 2003
- Private, non-profit university based in Berlin, accredited by the state and the German Science Council
- Master's and Ph.D degrees, plus executive education programmes
- Over 880 students from 42 countries
- 36 faculty members, six centers of competence
- Prepares exceptional students for leadership positions in government, business and civil society
- Interdisciplinary and practice-oriented teaching, first-class research and an extensive international network



Alumni Team



Nena Grceva

Director Alumni Affairs



Ivana Mandic

Associate Alumni Affairs

Our global alumni network

The Hertie School's alumni network has more than **3,200** members from nearly **120** countries.

Our alumni are active and connected via **21** alumni chapters and local groups and the Pan African Alumni Network.

Over **250** alumni support Hertie students as mentors and event speakers and more.



Alumni networks are
the biggest, fastest growing, and farthest reaching
networks of support that any institution has.

Our Mission:

Build **meaningful, lifelong, mutually beneficial relationships** between Hertie School and our global alumni network.

ALUMNI: A GLOBAL NETWORK



It Takes a Village: Alumni Engagement Key Stakeholders

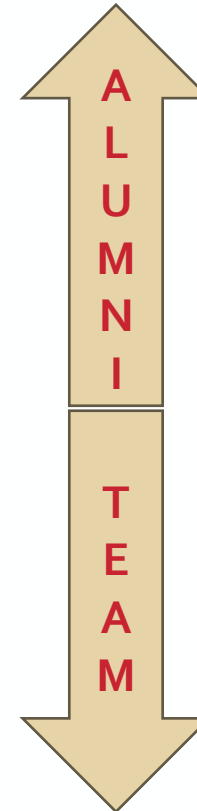
Alumni

Faculty

Leadership

Non academic departments: Career Development, Student Recruitment, Development, Communications etc.

Students



Alumni Engagement: the Four Pillars



Volunteer: local chapters, student recruitment, career development, events speakers etc.



Philanthropic: annual campaigns



Experiential: services and benefits, events



Communication: web, social media, direct messaging, newsletters etc.

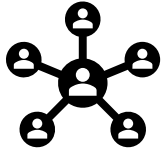
Hertie Alumni Volunteers

Alumni volunteers are the **most influential and inspiring ambassadors** of Hertie School. Over 250 alumni volunteers annually **invest their talent and time and bring value** to the Hertie community by:

- Enhancing the student experience
- Boosting the School's reputation
- Increasing its brand recognition



How do alumni volunteers support the School?



Mobilize local communities around the world



Speak at events



Support student recruitment



Mentor current students

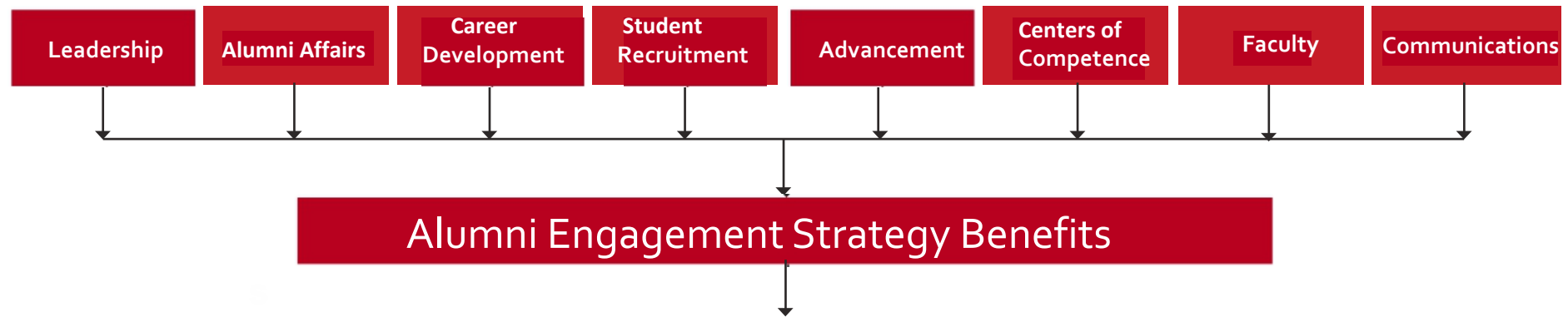


Serve as a sounding board for strategic discussions



Open doors for partnerships (e.g. professional year for students, potential funers)

Alumni Volunteer Engagement Strategy



- **Streamlined and coordinated** cycle of alumni volunteer engagement
- **Consistent** volunteers' experience across the School
- **Enhanced** engagement opportunities
- **Well -defined** value and impact of alumni supporters
- **Higher levels** of alumni engagement and loyalty
- **Reliable** supporter engagement data and reporting

The alumni volunteer engagement cycle



Keys to Success:

- Well-defined, comprehensive and clear practices for each stage of volunteer engagement
- Adopted by ALL stakeholders

Expanding Students' Horizons & Career Opportunities

Careers for Impact: 90-minutes company visits hosted by alumni

- **Connects** students with alumni working in public policy, NGOs, and international organisations in Berlin and Brussels.
- Helps students explore **impact-driven career paths** and develop professional skills.
- **Opens doors** to internships, collaborations, and job opportunities

Policy Sprint: Intensive, practice-driven weekend workshops

- Organized by the Policy Lab and supported by alumni sharing **real-world policy and governance challenges**.
- Students work in teams to **design and test actionable solutions under pressure**.
- Alumni **provide guidance and feedback**

Mentoring Programmes: Personal guidance from those who've walked the same path

- **Connect** students with alumni leaders from diverse sectors.
- **Provide guidance** on leadership, decision-making, and personal growth.
- **Foster** reflection, ambition, and a strong sense of belonging.

Alumni mentors: supporting students' career development

EU Mentorship Programme



Contact



Julia Betegh, Faculty Assistant

Apply here to become a mentor!

Apply here to become a mentee!

Read more about the programme



**EU Mentorship Programme
Guidelines** 163 KB

Student Recruitment Ambassadors: Social Media Campaign

#MyHertieJourney



- Share **#MyHertieJourney** on social media
- Join the admissions team at local recruitment events
- Connect us with their employers

Alumni Council: 2025 - 2028



Osita Abana
MIA 2020



Mohamed Samy Adamou
MPP 2022



Dr Helena Bakic
MDS 2023



Ron Bar El
EMPA 2014



Tomás Canas da Costa
MPP 2013



Sahil Deo
PhD 2022



Dr Torben Frank
EMPA 2018



Laura Franken
MPP 2016



Sönke Hillebrandt
MPP 2015



Susanne Kuehn
EMPA 2018



Bartłomiej Kupiec
MPP 2024



Richard "Trey" Marks
MIA 2020



Carolina Matamoros
MPP 2018



Mbali Motsoeneng
MPP 2023



Parker Nash
MIA 2021



Anke Obendiek
PhD 2020



Michael Okrob
MPP 2007



Sophie Robert
MIA 2018



Analy Torres Morán
MPP 2025



Dr Julian Zuber
PhD 2019

Alumni Speakers: Bringing Local Perspectives



LOOKING BACK TO MOVE FORWARD

An alumni panel on how the school and its alumni can contribute to the common good today and in the next 20 years



Bidjan Nashat
MPP 2007



Joseph Ayamga
MPP 2011



Anne-Marie Kortas
MPP 2014



Damian Boeselager
MPP 2018



Jeff Kwasi Klein
MPP 2017



Alejandra Leal
MPP 2012

Wednesday, 8 November, 6 pm (CET) | Online

Connecting Beyond the Classroom: Friendship, fun, and the Hertie spirit in action

Alumni and students come together to celebrate, explore, and build lasting connections

- Berlin Alumni Led Walking Tours – new students discover the city and meet fellow Hertians.
- Berlin Chapter Summer Party – alumni from the biggest chapter welcome the new students to Hertie and Berlin.
- Sunday Brunch – alumni and students share stories and ideas across cohorts over delicious food.



📣 Calling all Berlin-based alumni!

Student-Alumni Berlin Walking Tours

Put on your tour guide hat and show off the best spots in your Berlin Kiez!

📍 **What:** Alumni-led walking tours with students

📅 **When:** September & October 2025

📍 **Where:** Your favourite Berlin Kiez!



Local Chapter Activities



Paris alumni gathering



London alumni gathering



Washington DC alumni gathering



Local Chapter Activities



Vienna Chapter launch

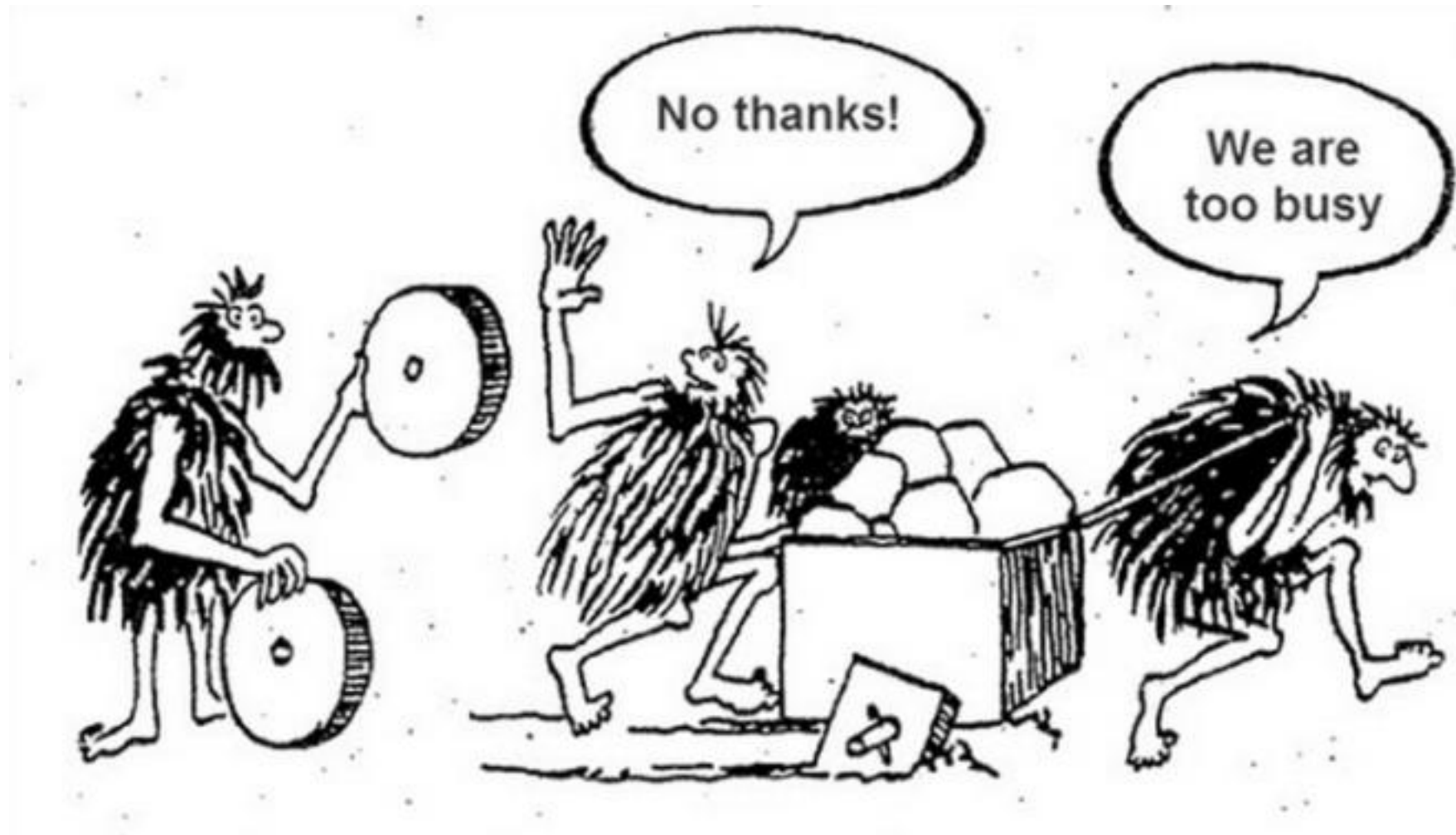


Alumni gathering with Prof. Henke



International Alumni Engagement: Lessons Learnt

- Get to know your international alumni: schedule calls, visits etc. to understand how you can support them and how they can contribute to your institution.
- Set up clear, achievable goals; monitor progress and tweak if needed.
- Work with the leadership on understanding how to best align alumni engagement with other institutional priorities (e.g. student recruitment, fundraising etc.).
- Liase with faculty and other colleagues and encourage them to host alumni meetups as part of their travel whenever possible.
- Define standard practices to thank and recognize alumni volunteers and highlight their impact in the community.



Please connect and keep in touch!



Nena Grceva

Director, Alumni & Community
Engagement | Global Networks in...



Email: n.grceva@hertie-school.org

Web: [Alumni \(hertie-school.org\)](https://Alumni(hertie-school.org))



 HertieLove

THANK YOU!

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