

Alumni Matters

A study of what alumni want from their business school
and what they can offer to build relationships

Business school alumni are about so much more than simply making donations. Recently, growing demand for lifelong learning has seen past students become a key market for future programmes, just one of the issues tested in the latest version of the Alumni Matters report.

The Alumni Matters study asked business school alumni about the nature of their relationship with their former school, how that could be improved, what they could offer in return and much more. This year's report from CarringtonCrisp with EFMD draws on the views of 2489 alumni in 82 countries.

Here are some of the key findings. If you want to know more, click here.

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Keep on learning

Alumni already know and trust their former school, so that school is an obvious place to turn to for reskilling and upskilling. Just under half (48%) would like their school to offer more opportunities for alumni learning, with 51% currently unaware of what is available to them.

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In touch but not always engaged

Business schools are largely communicating clearly with their alumni, but the outcome is not always the engagement that either school or alumni would like. 88% of alumni are proud of where they have studied, but only 42% consider themselves engaged with their business school.

88%

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Giving back

Alumni want to help; 43% have recommended their school to prospective students in the last year, 65% would consider student mentoring and 55% might provide internships/ projects/ paid work experience for current students. Alumni are an untapped resource for schools and want to play their part in strengthening ties with their school and the next generation of students.

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Onwards and upwards

Just under a quarter (24%) think the alumni relationship could be strengthened by offering advice and support for those interested in start-ups. Engaging alumni in the start-up scene has many facets with 35% of those interested in this subject seeking opportunities to invest in new businesses.

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73%

Key to giving is regular communication with 73% indicating they would consider a donation once their income reached a certain level.

Money still matters

Although just under half (47%) would not support their school financially, some already do and others would consider making a gift in the future. Key to giving is regular communication with 73% indicating they would consider a donation once their income reached a certain level.

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