

# Holland Alumni network

How to build successful alumni networks with international experience?

16 October 2018

Karen de Man

Communications Advisor



# WorldSkills Champions



## **TESSA SCHÖNHAGE**

Team Netherlands  
Fashion Technology  
EuroSkills 2018

*"Life isn't perfect but your outfit can be"*



## **CHIRAG GOEL**

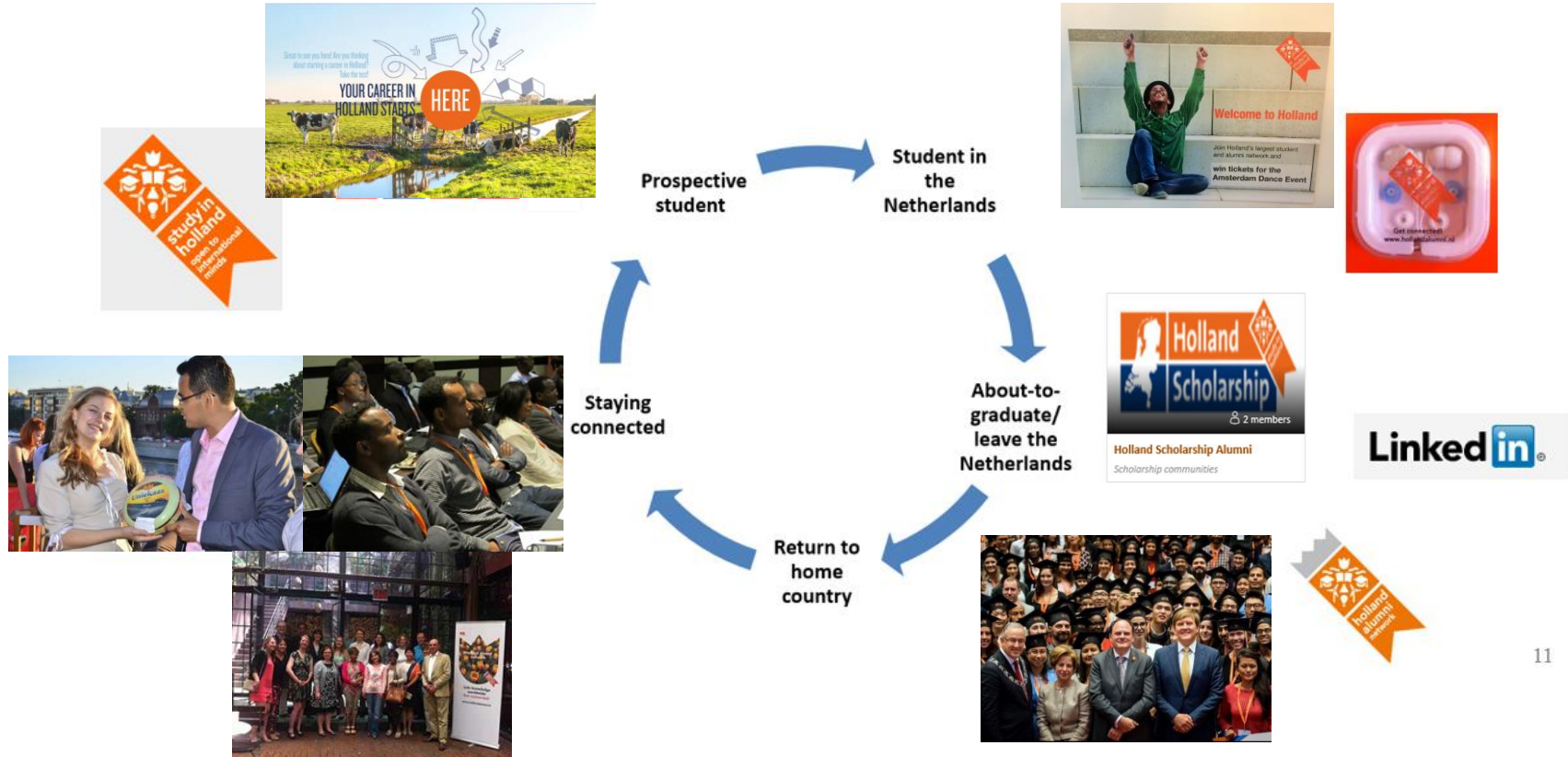
Team India  
Web design  
WorldSkills 2015

*"Excellence is not an end goal but a journey"*

# Best practice: The Holland Alumni network



# Customer journey from student to alumni



## Why a Holland Alumni network?

- Alumni – networking and career opportunities and stay in touch with the Dutch
- International students – get in touch with like-minded people prior and during studies
- Dutch higher education institutions - trace and stay in touch with alumni for student recruitment, expand cooperation with foreign institutions and sometimes fundraising
- Dutch government – increasing awareness of value of alumni to the Dutch economy and Dutch representations abroad, but also for local development and capacity building



Interest	DHEIs	Government (Trade)	Government (Development)	Firms	Alumni
Strengthen Dutch access & influence at all levels (public, corporate, governmental)	Attracts students & engages alumni (recruitment, enrollment, advocacy)	Deploys soft power & public diplomacy to support Dutch gov't interests	Deploys soft power & public diplomacy to support Dutch gov't interests	Gives B2B access to the private sector (for investment, hiring & sales)	Opens doors for networking; leads to personal & professional opportunity
Increase trade, business & investment connections	Connect to alumni-owned & managed firms	Drive foreign direct investment in Dutch firms	Drive Dutch direct investment in foreign firms	Connect with decision-makers familiar w/Dutch society & institutions	Aids alumni business interests & professional success
Promote Dutch credentials in research, teaching & innovation	Helps recruit top students, professors, researchers & staff	Leads to scientific & industrial research partnerships & funding	Leads to scientific & industrial research partnerships & funding	Drives investment & sales, attracts top talent (engineers, scientists, executives)	Adds value ("degree equity") to diplomas issued by DHEIs
Showcase the Netherlands as a prosperous stable, & open society	Appeals to students' "quality of life" desires	Expands Dutch societal influence, values & ideals	Expands Dutch societal influence, values & ideals	Increases flow of capital & labor, appeals to business partners & investors	Encourages lifelong alumni engagement & involvement with the Netherlands

## Holland Alumni network: facts & figures

- Worldwide network for students and alumni with a Dutch study or research experience
- Start of the network in 2009
- Currently > 60,000 members worldwide
- Involvement of Dutch higher education institutions, organisations and embassies
- Interactive platform supported by a worldwide network of > 40 Holland Alumni Associations



## National Alumni Strategy

4 pillars:

- Knowledge exchange & innovation
- Education Promotion & talent retention
- Public diplomacy & local capacity building
- Trade investment

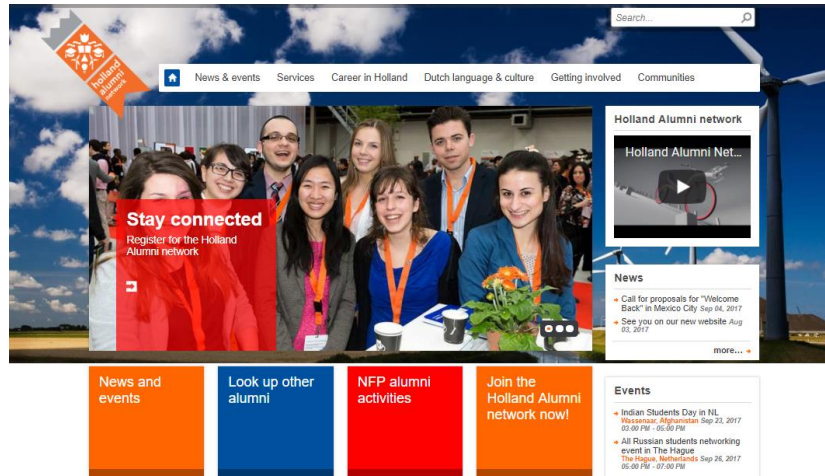




# Online platform - hollandalumni.nl



# Online platform – www.hollandalumni.nl



Old website < 2018



New, more interactive website  
launched in January 2018

# Features

- Find alumni
- Worldmap
- News & events
- Rules & regulations Career in Holland
- **New and improved:**
- Communities
- Jobs worldwide
- Queries & exports
- Newsletters & alerts



## Find alumni worldwide

Filter on:

- Country of residence
- Institution
- User type
- Sector
- Field of study



# Online communities

Communities based on:

- Country
  - Theme
    - Water
    - Logistics
    - Agri & Food
    - Emancipation
  - Scholarship programme
  - Other
- Practitioner communities for Nuffic, HAA's/NAA's, embassy staff & DHEI alumni officers

The screenshot displays the 'HOLLAND ALUMNI network' website. The navigation bar includes links for NEWS & EVENTS, FIND ALUMNI, COMMUNITIES, CAREER CENTER, ABOUT US, and ALUMNI STORIES. The main content area is titled 'ALL COMMUNITIES' and shows 34 results. A search bar is available, and the results are sorted by 'In alphabetical order'. The communities are displayed in a grid, each with a representative image, a title, a description, and member count.

Community Name	Type	Members	Role
Alumni in Afghanistan	Country communities	80	Moderator
Alumni in Agri & Food	Thematic communities	809	Moderator
Alumni in Australia	Country communities	47	Manager
Alumni in Bangladesh	Country communities	306	Manager
Alumni in Brazil	Country communities	1322	Member
Alumni in China	Country communities	5923	Moderator
Alumni in Emancipation	Thematic communities	2	Manager
Alumni in Hong Kong	Country communities	4	Manager
Alumni in India	Country communities	1231	Manager

On the left side of the screenshot, there is a 'COMMUNITY PRESENTATION' section with a 'Read more' link, and a 'Calendar' section listing events such as 'GZUAL Conference: Changing the...' (0 attendees) and 'Sport Startup Dinner' (0 attendees).

# HAn Career Center

- Jobs and internships
- Career event calendar
- Valuable info on:
  - Regulations and permits
  - Starting your own business
  - Dutch business culture
  - Key sectors
- Networking
  - Fellow alumni & (PhD) students
  - Organisations
  - Institutions
  - Embassies



CAREER IN HOLLAND

CAREER IN HOLLAND | JOB OPPORTUNITIES | REFRESHER COURSES | YOUR DUTCH DIPLOMA

If you're thinking about starting a career in the Netherlands, this is where you will find all you need to know.


Research shows that international students in the Netherlands are quite keen on staying after their studies. That's not a surprise, considering the many job opportunities, the good work-life balance, the high living standards and the excellent public facilities.

Nuffic supports the ambition of the Dutch government to retain international talent for the country's key sectors.

**Career and job advice**

If you want to stay and work in the Netherlands you will need good career advice and information on how to find a job. The challenge of finding a job work in a country that is not your own lies in getting a grip on the unknown subtleties of the application process. This career portal will help you unravel some of those mysteries. On the following pages you will find all you need to know about:

- Key sectors in the Netherlands
- Dutch business culture
- Dutch recruitment principles
- Salary and taxation
- Starting your own company
- Rules and regulations (residence and work permits)



How to make it in the Netherlands!

**EVENTS**

25 Jan Ask the Ambassador! Networking reception

2 Feb NANC Suzhou Career after Holland event Career event

8 Feb Sustainability Career Event Career event

See all events

**COMMUNITIES**













See all communities

**JOBS**

 Project Accounting & Tax Officer (based in Jakarta, fulltime) Ministry of Education & Culture

 Project Officer (based in Jakarta, fulltime) Ministry of Education & Culture

 Project Assurance Officer (based in Jakarta, fulltime) Ministry of Education & Culture

See all job offers

# Career and networking events

Features events by alumni and for alumni:

- Holland Alumni associations
- Alumni initiatives
- Third parties:
  - DHEI's
  - Embassies
  - Organisations


**EVENTS**

Search an event

All categories ▼


Upcoming events (12) Past events (104)

**Today**

19:00  **Ask the Ambassador!**  
 Thursday, 25 January  
 Embassy of The Netherlands - 125009 MOSKVA  
 Anna Agaitsova  
 Organised by **Alumni in Russia**  
 Networking reception Attend >  
Be the first to attend


---

**Friday, 26 January**

18:30  **Holland Alumni Dinner Semarang**  
 Friday, 26 January  
 Hotel Ciputra Semarang  
 Oxalis Atindriyaratri  
 Networking reception Attend >  
Be the first to attend


---

**Friday, 02 February**

18:00  **NANC Suzhou Career after Holland event**  
 Friday, 02 February  
 Suzhou  
 Bert Husson  
 Career event Attend >  
Be the first to attend

---

**Thursday, 08 February**

12:00  **Sustainability Career Event**  
 Thursday, 08 February  
 Koningsberger building, Utrecht University - 3584 CD UTRECHT  
 Karen de Man  
 Career event Attend >

**January 2018**

Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

# Stay in touch with the Dutch

News about Dutch developments, innovations, research, ratings & rankings

## 13 Mar | Municipal elections also open for internationals

About Holland – Ju Lin Van Veldhuizen



Dutch political parties have discovered the international and are trying to win them over! The municipal elections are around the corner (21 March) and especially in the big cities, the votes of...

> More 27 0

## 22 Feb | NANC Suzhou/Startup Grind: Career after Study in Holland and Dutch Innovation

Alumni news – Bert Husson



On February 2, the NANC Board of Suzhou has organized an alumni event in cooperation with Startup Grind Suzhou and the Netherlands Consulate in Shanghai. Main topics were Dutch Innovation and Career...

> More 26 0

## 21 Feb | Indo - Dutch Living Lab on E Health

Thematic news – Anand Chakravarthy



In 2017, Nuffic Neso India and the Holland Innovation network initiated an Indo-Dutch Living Lab – which provides a bilateral platform between the Netherlands and India connecting companies, public...

> More 19 0

## 14 Feb | Dutch economy sees strongest growth in 10 years

About Holland – Karen de Man



The Dutch economy grew by 3.1 percent in 2017, the strongest growth in 10 years, Statistics Netherlands reported on 14 February 2018. In the last quarter of 2017, the economy's growth decreased...

> More 11 0



# Ambassador programmes



## Study in Holland & Holland Career Ambassadors

- Online support & promotion - testimonials, vlogs, social media takeovers
- Live promotion – fairs and activities
- Online support - email, LinkedIn, testimonials, chat or Skype
- Live support - guest lectures, activities and career cafés



# What can you do?



# LEARN-S model

- **L**ocate – who are they and where are they?
- **E**ngage - connect & inspire
- **A**sk – polls, surveys & feedback groups
- **R**ecognise – say thank you!
- **N**urture - be relevant in different stages of the customer journey
  
- - **S**takeholders – join forces

# Engage - Connect

- Give them an online platform to connect with you and other alumni
- Answer their questions & make it personal
- Give them a podium: user-generated content
- Organise real-life meetings
- Inform your alumni about real-life meetings organised by third parties or partners

# Engage - Inspire

- Share success stories of other alumni
- Share common challenges
- Share tips and advice
- Humor works
- Be creative



# Questions?

Chirag Goel: [chirag.goel@worldskills.org](mailto:chirag.goel@worldskills.org)

Karen de Man: [kdeman@nuffic.nl](mailto:kdeman@nuffic.nl)

Tessa Schönhage: [tessatjuh.schonhage@gmail.com](mailto:tessatjuh.schonhage@gmail.com)

More information on the Holland Alumni network:

[www.hollandalumni.nl](http://www.hollandalumni.nl)

[alumni@nuffic.nl](mailto:alumni@nuffic.nl)

