

Alumni Office

Alumni policy 2021-26

Alumni
*meeting
minds*

Meeting Minds 2.0



Acknowledgements

The Alumni Office is determined to remain relevant in the lives of Maastricht University alumni. To this end, we conducted a large-scale needs survey in 2020/21 inventorying their wishes, interests and needs. This was a lengthy, intensive process involving more than 7,500 alumni as well as other stakeholders. We worked closely with the research office of the Service Science Factory and held in-depth sessions with deans, board members, professors and faculty alumni coordinators. Naturally, we consulted with students too, and various concepts and ideas were tested at partner universities.

This has resulted in the vision for our alumni outlined in this Alumni Policy 2021–26. We would like to thank all contributors to this policy plan for sharing their views, their time, and above all their enthusiasm to help us make this vision a reality.



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Summary

Maastricht University (UM) now has some 81,537 alumni. Of these, 57% are Dutch nationals, 20% German and 5% Belgian. That no fewer than 148 nationalities are represented is testament to the international character of our university.

Large-scale needs survey

The Alumni Office forms an important link between UM and its alumni when it comes to sharing knowledge, talent and experience. To remain relevant in the lives of UM alumni, the Alumni Office has revised its policy for the period 2021–26. Input for this revised policy was obtained from a large-scale needs survey among alumni (approx. 7,500 respondents). The survey was carried out in the course of 2020 in collaboration with the Service Science Factory.

Alumni ecosystem

In the next five years we will develop an advanced ecosystem for students and alumni that prioritises mutual connections and personal added value. Our service provision will aim to facilitate the ‘student–alumn journey’ and beyond, encompassing successive life stages and associated career needs. We will focus in particular on the ‘warm transition’ from student to alum.

Strategic pillars

This ecosystem revolves around three strategic pillars: networking, lifelong development and giving back. Various activities are being developed under these pillars, such as the founding of alumni communities (based on study background, location or specific themes), lifelong-development initiatives and volunteer work. The marketing and communication strategy must naturally be geared towards these three pillars. A separate proposition is being developed for each phase in the ‘student–alumn journey’.

Conditions

An important precondition for a well-functioning alumni ecosystem is a digital, multifunctional, user-friendly and interactive alumni platform. Relevant, up-to-date data are needed to ensure that such a platform provides a personalised experience. Another key precondition is the pooling of human resources in a single UM-wide Alumni Team, which not only brings benefits for synergy but also ensures optimal coordination of the three pillars across the faculties. Taken together, these two preconditions will play an important role in the lead time and, ultimately, the success of the new alumni strategy.

Meeting Minds

Our mission is to build reciprocal, sustainable and meaningful relationships in a close national and international academic network of diverse communities.

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Glossary

Alum: An individual who has obtained a bachelor's or master's degree, an 'undivided' degree or a PhD from UM. Undivided degrees date from before the introduction of the bachelor/master system in higher education.

Alumni circle: A network of alumni who live and/or work in a specific region (in the Netherlands or abroad). The network operates both on- and offline.

Sustainable alumni relationship: a long-term, mutually beneficial relationship between alum and university. This relationship begins the moment a student enters the university and strengthens over time. UM cultivates such relationships with alumni who ultimately wish to donate their time, talent/knowledge, or financial or other resources to units within the university.

Meaningful alumni relationship: a relationship that is relevant and interesting for alumni and has personal added value for them in terms of networking, knowledge and skills.

Online Alumni Platform (alumni website): an interactive platform used to organise and register for activities, share information, and foster and facilitate contact both among alumni and between alumni and UM.

Networking: building, maintaining and promoting alumni relationships in the UM network. Networking contributes to the mutual exchange of information and experiences. It also fosters the acquisition of new insights/ideas and identification of opportunities and possibilities in terms of lifelong development. Alumni feed into this network with their expertise, talent, connections and innovative perspectives.

Lifelong development: the proactive offer of services for alumni, over the entire course of their lives and taking into account their current life stage, that contribute to the quality of their career, knowledge and skills.

Giving back: contributing time, knowledge/talent and/or financial or other resources to the university. We distinguish between in-kind contributions (e.g. participation in advisory councils, boards, networks, coaching, career guidance, vacancies, guest lectures and events) and financial contributions to education and research projects.

Ecosystem: a versatile market in which students and alumni can explore, co-create and utilise different services. The system is created by the Alumni Team using various channels, including a digital platform. This allows stakeholders to further develop the ecosystem themselves. Within this ecosystem they can participate in communities, alumni events and lifelong-development programmes, take advantage of career opportunities, and make in-kind or financial contributions.

UM Alumni Team: the Alumni Office and the faculty alumni coordinators.

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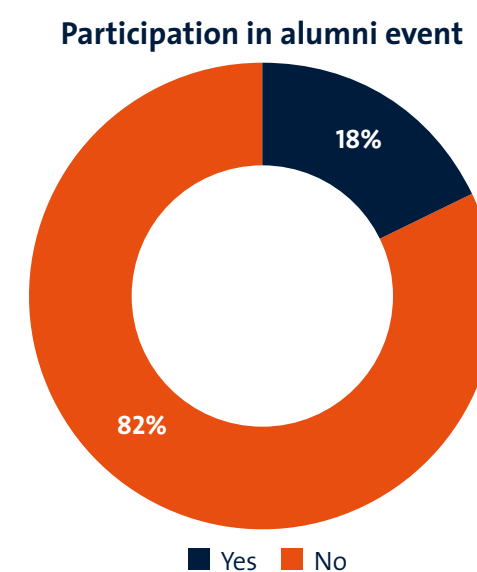
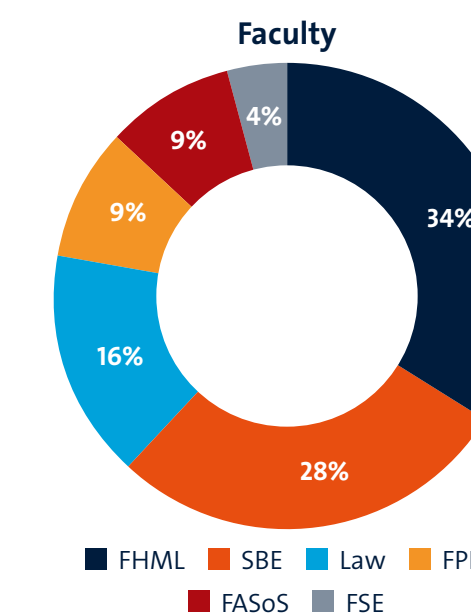
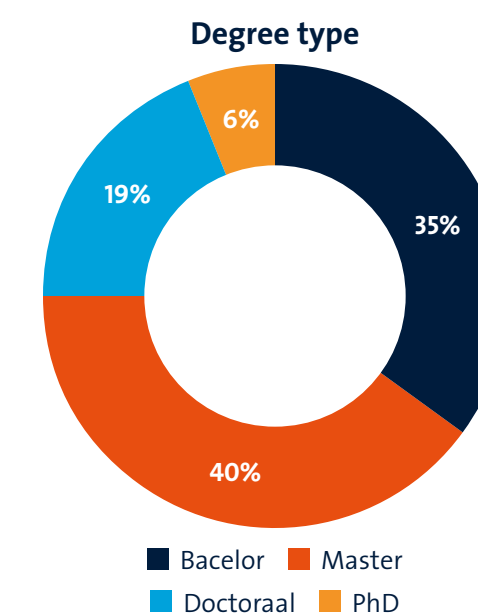
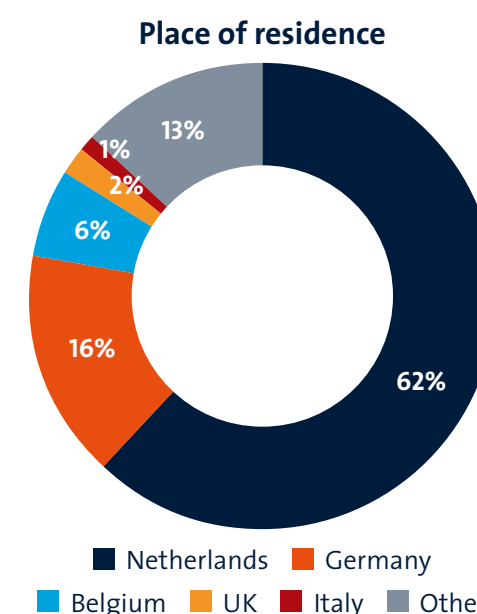
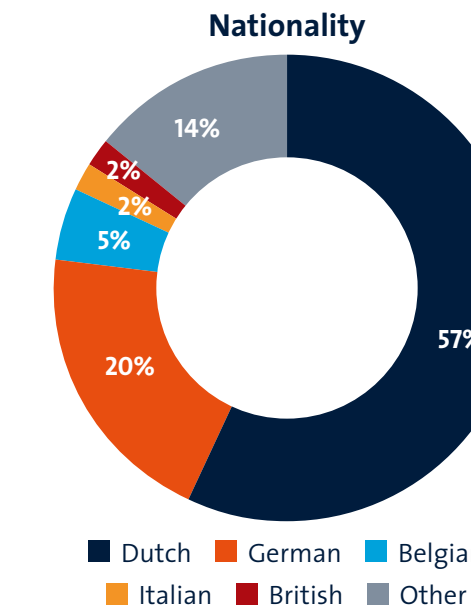
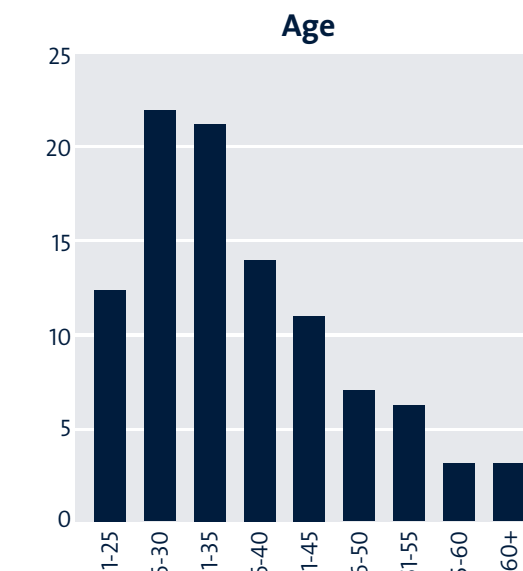
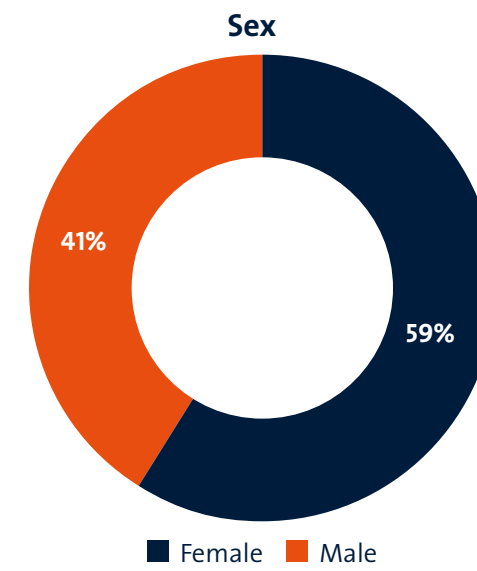
UM alumni

As of August 2021, UM has 81,537 alumni (59% women, 41% men). The average age is 40 and the majority of the alumni are between 26 and 30 years old. In total, 57% are Dutch nationals. Other common nationalities are German (20%) and Belgian (5%).

To the best of our knowledge, 84% of Dutch alumni and 24% of alumni of other nationalities reside in the Netherlands. A total of 62% live in the Netherlands. Considerable proportions live in Germany (16%) and Belgium (6%).

UM has awarded 104,782 degrees to its alumni: 35% received a bachelor's degree, 40% a master's degree and 19% a *doctoraal* degree. In addition, 6,012 alumni obtained a doctorate (6% of the degrees obtained). The degrees were primarily awarded by the Faculty of Health, Medicine and Life Sciences (34%), the School of Business and Economics (28%) and the Faculty of Law (16%).

The level of engagement of alumni was also measured. Some 96% gave permission for us to contact them. Another 87% indicated that they would like to receive the newsletter of the Alumni Office. A total of 18% had participated in an alumni event and 2% had made a financial contribution to the University Fund Limburg/SWOL.



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1. Mission: Meeting Minds

The Alumni Office (AO) serves as the bridge between the university and its alumni. It proactively supports the faculties in devising and executing their alumni plans, and in initiating, managing, coordinating and communicating about all activities that cater to current and future alumni.

The AO focuses on three strategic pillars: networking, lifelong development and giving back. It strives to facilitate the sharing of knowledge, talent and experience on the basis of a strong national and international academic network. This way, the AO seeks not only to inspire, guide and support current and future alumni in their careers and personal development, but also to build a sustainable relationship with them. Attention is also paid to social engagement and voluntary work.

In all its activities, the AO puts alumni centre stage. It offers a listening ear, organises relevant services and events, and works with alumni to continuously seek suitable, person-oriented solutions.

The term **Meeting Minds** echoes the core of our mission, which focuses on building reciprocal, sustainable and meaningful relationships in a close national and international academic network.



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2. Vision

The UM Alumni Team consists of the AO and the faculty alumni coordinators. The team’s focus is on ensuring a ‘warm transition’ from student life to the life of a UM alum. Together, the AO and the faculties must communicate with students early and prepare them for the journey they will make after graduation.

This warm transition is intended to contribute to our mission of forming a close network of interactive communities. In these communities, UM students, alumni and employees can come together on the basis of personal interests and background, either informally or professionally. During community events and get-togethers, participants share knowledge, experience and networks for the benefit of their career and personal development. UM contributes proactively by, among other things, informing students of future career opportunities and offering lifelong-development initiatives.



In short, participation in such communities is mutually beneficial for all parties and gives rise to reciprocal, sustainable and meaningful relationships. Ultimately, this leads to greater engagement and solidarity among students, alumni, employees and the university as a whole.

 [Click to enlarge image](#)

The warm transition is thus an important informational and preparatory phase in the total ‘student–alumn journey’ (see image above). However, the AO also seeks to provide added value during the other phases of this journey, taking into account the life stage and faculty background of current and future alumni. This includes creating a sense of belonging even before prospective students arrive at UM. We do this by promoting our

academic programmes and supporting prospective students during the application and admission process. We assist recent graduates and young professionals with the next steps in their career, for example by inviting them to join communities in which they can further develop both socially and professionally. Additionally, we encourage senior alumni to share their experience and knowledge with our students, and we offer them various opportunities for lifelong development and participation in relevant communities.

We ensure at all times that students and alumni feel that they belong to the university. This will increase their willingness to give back, attend events, participate in communities and lifelong development, volunteer and even contribute financially to UM.

A crucial part of this vision is the setup of a multifunctional alumni platform to facilitate the abovementioned student–alumn journey. This will enable us to meet the needs of current and future alumni and facilitate the desired interaction between participants, from setting up and planning communities, to organising events, career services and lifelong-development opportunities, to making (financial) contributions or volunteering. The platform must be user friendly, such that people can easily log in and/or edit their data. At the same time, it should function as a versatile market in which students, alumni and university can together explore, co-create and utilise various services. The more people use it, the more attractive the platform and the surrounding network become. To ensure effective and efficient use of the platform, domains such as alumni services, social media and self-reliant communities will need to be properly coordinated. Smart Links from the platform to existing UM applications and services are essential in this regard.

Ultimately, the platform will contribute to an **advanced ecosystem for UM students and alumni** by providing personal added value and connecting multiple stakeholders throughout the entire student–alumn journey.

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3. Strategy

To achieve our mission and vision, over the next three to five years we will focus on three strategic pillars: networking, lifelong development and giving back (see image below). These are the pillars that are most in demand among UM alumni themselves and where the greatest value can be added (SSF Alumni Needs Survey 2020/21). Every year, the Alumni Team will devise concrete, step-by-step goals to support the ‘student–alumn journey’ (including the warm transition) more professionally and to further develop the UM alumni ecosystem.

The focus areas are outlined below within the pillars of networking, lifelong development and giving back.

To underpin these three pillars, a solid organisational structure is needed with unambiguous processes and a clear division of tasks. An advanced data system and platform will provide crucial support for the alumni ecosystem. Clear communication is also indispensable. Communication with current and future alumni must always be coordinated in a timely manner with UM and must in all cases be linked to the three strategic pillars.

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3.1 Networking

Self-reliant network communities give rise to connections between alumni, students and university. Here, users can share knowledge and experience, devise new study programmes or training courses, access talent and gain insight into the labour market. All parties benefit from participation.

By developing and strengthening this alumni network, we can create a more close-knit alumni community and foster greater willingness among alumni to contribute their knowledge/talent, time or financial resources to UM in due course. Communities improve the relationship with and between alumni while also enhancing UM's profile both in the Netherlands and abroad. They are intended not only for alumni, but for the **entire UM community**, including staff and students. Each community has its own board.

Communities can be structured along different lines:

- **Background:** faculty, study programme, study club or year of graduation.
- **Location:** the place in which alumni continue their education, life or career after their studies in Maastricht. The existing 34 alumni circles are organised on the basis of location. The focus will initially be on the largest alumni community, that of South Limburg.
- **Theme:** a specific topic of interest to members of the community, which can be established either top down (initiated by UM) or bottom up (initiated by the community itself).

Communities are intended to be **self-reliant**. This is achieved when the community has its own board and is responsible for its own activities. The board is composed of a relevant delegation of UM staff, students and alumni. It is officially appointed and comprises a chair, a secretary, an organiser, a networking officer and students. An annual plan is drawn up every year, to be coordinated with the alumni annual calendar.

Strategy: step-by-step implementation

The primary means of communication is the alumni platform. Each community has its own page with features such as an overview of members and events, relevant career services and career-development opportunities, relevant lifelong-development services, and a communication tool. The platform will first and foremost be developed on the basis of smart links to other UM websites and systems. The idea is that stakeholders can create and develop the ecosystem themselves. Other means of communication are used to support and promote the communities, such as email, social media, the website and our newsletter.

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3.2 Lifelong development

Lifelong development has become critical not only for students, employees, citizens and consumers, but also for businesses and for a resilient society. As the population ages and the retirement age increases, we face the challenge of remaining employable over the course of an ever longer working life. In this context, there is high demand for lifelong development (knowledge and skills) among our alumni (see needs survey report).

In catering to this demand, we take into account the life stage of current and future alumni. This means providing clear and intuitive career information to students and recent graduates, and offering lifelong-development initiatives for alumni. In the longer term, we may also be able to list vacancies.

In collaboration with other UM departments, we are developing various initiatives focused on three topics:

- 1. Career services:** employability and coaching services. One of the services we intend to professionalise is the coach café. UM alumni feed into these services with their experience, expertise and involvement.
- 2. Lifelong learning:** challenging, inspiring and innovative information for students, recent graduates and young and senior alumni, delivered by means of high-quality learning paths that promote the perspectives, knowledge and practical experience of our alumni.
- 3. Career opportunities:** a close, accessible and meaningful alumni network offering business contacts and career opportunities, both nationally and internationally. Vacancies will initially be listed via our communities and will grow organically. In the longer term, we will consider establishing a vacancy database.



The opinions of alumni are very important to us and are therefore prioritised in all lifelong-development initiatives. We take a person-oriented approach, striving to enable all alumni to take advantage of our lifelong-development programmes and the benefits our network offers. To this end, a rich learning environment will be developed through our website and platform; a place to share knowledge, spark inspiration and build meaningful long-term relationships. This learning environment will be the primary platform through which to offer the three components mentioned above. This way, the AO can stimulate continuous knowledge exchange, talent and career development and academic involvement, for and by our alumni, nationally and internationally.

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3.3 Giving back

As indicated, our priority is to develop and maintain sustainable and meaningful relationships with our alumni. We are especially keen to build relationships with alumni who in turn wish to contribute their time, talent/knowledge or financial resources to various parts of UM. Given that UM students and alumni are very willing to volunteer (see needs survey report), a solid volunteer policy is of vital importance.

3.3.1 Culture of giving back

This starts by organising a culture of giving and by fostering a sense of belonging and connection. Our communities will assist in this regard. A culture of giving is based on a sustainable alumni relationship, revolving not around the university or short-term benefits, but around long-term cooperation. It is crucial for us to build, develop, maintain and share this reciprocal relationship.

3.3.2 Services

- | | |
|-----------------------------------|----------------------------|
| 1. Connecting alumni (77%) | 5. Career services (50%) |
| 2. Alumni events (67%) | 6. Sharing knowledge (50%) |
| 3. Job opportunities (66%) | 7. Lifelong learning (40%) |
| 4. Networking opportunities (63%) | |

To build these relationships, we offer services on both a social and a professional level. The following percentages, derived from the alumni needs survey 2020/21 (7,500+ respondents), indicate the size of the demand for each aspect.

By offering services relevant to all alumni, we strive to foster greater involvement and willingness to give back.

The most honest, fruitful and inspiring contact with alumni still occurs face to face. This also yields the greatest level of connection. Creating opportunities to get together in person therefore remains a high priority.

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3.3.3 In-kind, crowdfunding, individual- and organisational-level contributions

As shown in the figure below, alumni have various options to give back to their alma mater. In-kind contributions include participating in advisory boards, networks, coaching and career guidance, offering vacancies and giving lectures. Additionally, alumni can take part in crowdfunding initiatives, make individual donations, or leverage their position within their own organisation to offer cooperation at events, in boards or through various themes.

Our policy with respect to giving back focuses on the following aspects:

- Facilitating volunteer work: volunteering and financial support go hand in hand. Volunteers generally give about 50% more financial support because they feel more connected to the organisation. We encourage volunteering through various communication channels, our communities and our lifelong-development programmes.
- Sharing impact: We multiply the impact of alumni contributions by sharing them through different communication channels and showing appreciation for alumni contributions in terms of knowledge, time and money.
- The initial focus will be on calls for in-kind contributions and participation in existing crowdfunding activities. More activities will be added as soon as they can be properly coordinated.

3.3.4 Volunteer policy

A strong volunteer policy starts with a good data system to store the contact details of alumni, record relevant 'warm' information and thus build up a strong pool of volunteers. We will work hard on this in the coming years through our communication channels and alumni communities.



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4. Marketing and communication

In the coming years, the three strategic pillars of networking, lifelong development and giving back will underpin our marketing and communication strategy. The pillars will form a central element in all our communication channels.

In addition, our new strategy will make greater use of target-group segmentation by means of targeted propositions.

The basic principle of our branding in recent years, Meeting Minds, remains the same.

4.1 Development of propositions

To cater to current and prospective alumni and keep them well-informed, we are developing propositions (and accompanying communication strategies) for each phase in the ‘alumni journey’, based on the results of the needs survey:



 [Click to enlarge image](#)

- (prospective) UM student
- recent graduate
- young professional
- senior professional

4.1.1 Current and prospective UM students

Our message to students at this stage is that as soon as they graduate, there will be an alumni community waiting for them; a ‘safety net’ offering all kinds of opportunities (knowledge, network, etc.). At this stage our focus is on providing information and drawing their attention to it. The UM Marketing and Communication Department plays a crucial

role here, with its knowledge, skills and contacts for communicating with current and prospective students. Keywords are belonging and being informed.

4.1.2 Recent graduates

At this stage, our message is: welcome to our alumni community. We concentrate on providing information and encouraging action (inciting alumni to sign up and stay active in our community). The focus is on the ‘warm transition’ from student to alum, and on what we can offer alumni in this phase (coaching, training, events and get-togethers). Keywords are employability, networking and lifelong development.

4.1.3 Young professionals

Our message to young professionals is: be active (again) in our alumni community. We focus primarily on facilitating alumni in their further development (training, events) and in sharing their insight and experiences with others (helping other alumni, volunteering, giving back). Keywords are belonging, developing, inspiring and passing forward.

4.1.4 Senior professionals

Our message to senior professionals is: be of lasting significance in our alumni community. In this phase we focus on moving alumni to action (helping fellow alumni, sharing knowledge, giving back). Keywords are belonging, nostalgia and making a difference.

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4.2 Branding: Meeting Minds

Our needs survey reveals that the archetype of ‘the Everyman’ accounts for 70% and the archetype of ‘the Sage’ for 30% of the brand personality of UM alumni. The Everyman is keen to provide a service and derive meaning from helping others. The Sage believes in the power of knowledge and wants to contribute to lifelong learning.¹

The ‘Meeting Minds’ payoff is central to the marketing and communication strategy we have pursued in recent years. It continues to dovetail with the brand personality and needs of our alumni. Meeting Minds evokes a sense of coming together and sharing knowledge. For us, it refers to current and prospective students, recent graduates, young professionals and senior professionals coming together from different backgrounds, locations, interests, positions and/or ambitions. The Alumni Team is there to facilitate connections and share knowledge, ultimately helping alumni fulfil their needs and wishes.

¹ The innate human understanding of sets of characteristics makes the use of archetypal personalities indispensable. A strong brand also has the benefit of creating a sense of belonging and involvement among alumni (see needs survey report).

4.3 Communication channels

The results of the needs survey show that alumni prefer communication by means of a separate platform, LinkedIn and mailings/newsletters.

4.3.1 Alumni Platform (to be developed)

To increase alumni engagement and achieve our strategic objectives, it is vital to maintain an ongoing dialogue with our alumni. This entails the use of a digital alumni platform, which is currently under development. In addition to communication, the platform will offer a range of features important to our alumni, such as communities (by background, location or theme), events, career services and opportunities, lifelong-development programmes, and options for giving back/donating.

Each individual alum will be offered a maximally personalised platform. To achieve this, the objective is to obtain as much relevant data from our alumni as possible. The platform itself will play a crucial role in this, enabling alumni to edit their data in real time. This way we can tailor the service to their individual needs and wishes.

To draw alumni to the platform, we will ensure that the abovementioned features are available, that a thorough communication plan is in place before the launch as well as afterwards, and that links are made with the existing systems and communication channels.

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4.3.2 Social media

We actively use and share our activities on social media (own groups/pages, etc.). We also use social media, especially LinkedIn, to communicate with alumni.

Social media has made it easier for alumni groups to organise, something we wish to encourage. The Alumni Team itself does not always play a role in the formation of online communities via social media, but it can benefit greatly from monitoring what is happening on these platforms. This allows us to identify which alumni are involved, who is interested in what, and which themes are of interest at any given time.

4.3.3 Newsletters and emails

We will continue disseminating newsletters, which we aim to make increasingly personalised. We are keen to issue theme-based newsletters in line with the interest-based communities. The content and frequency will not change; the newsletters are published three to four times a year, containing background stories about alumni, events and UM news. Email remains the main means of informing alumni about events. Large-scale mailings are always coordinated and sent by the AO.

4.3.4 Other channels

In addition to the above communication methods, we use the UM website to inform alumni about events, alumni experiences, news and so on. Depending on the topic, we also use internal university channels (UM News, intranet), posters, sidewinders, banners, brochures and flyers.

Naturally, we will maintain and improve our reciprocal and transparent relationship with the faculties in terms of communication; we actively share emails, news and events, clustering the information as far as possible to avoid overloading alumni with information.



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[4.1.1 Current and prospective UM students](#)

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5. Organisation, structure and processes

To establish our policy pillars, we need a strong organisational structure with clear processes and a ‘warm transition’ from student to alum. In addition, our data system is essential when it comes to maintaining relationships with alumni and the accompanying technology. This is a permanent point of attention in our communication, networks, lifelong-development programmes and giving-back activities.

5.1 Personnel and organisation

The ambitious goals and coordination of the three pillars across the faculties can only be achieved through cooperation between Alumni Team members appointed in different UM units. The strategic objectives form an important reference point in the faculties’ annual plans, but the respective faculties are free to focus on one or more pillars. The AO supervises the annual planning process to ensure coherence and to create opportunities to take advantage of overlap between faculties for more efficient cooperation. Achieving the faculty objectives remains the primary goal, and collectively these contribute to the strategic alumni objectives of the university as a whole. Only with sufficient support from the faculties can the present plan be implemented.

5.2 Alumni data system

An essential part of the platform is the direct connection with Microsoft Dynamics (Customer Relations Management System). As soon as alumni enter data into the platform, these are automatically processed in Dynamics. See the table in Appendix 1 for an overview of platform features.

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➤ 5.1 Personnel and organisation

➤ 5.2 Alumni data system

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6. Data and technology

The AO is the owner of various types of alumni data (see Appendix 2) collected in Dynamics. UM is legally obliged to store personal and educational data to be able to confirm which diplomas have been obtained by which alumni. The accuracy of the personal data in our Dynamics data system is also important for the personal approach we wish to take with alumni. Email addresses are used to inform alumni of the services and activities of the Alumni Team. Personal, address, education and employment data must be as complete as possible to enable us to provide statistics to parties within UM (e.g. the Executive Board). Additionally, address data need to be correct so we can allocate alumni to circles (based on place of residence) and post information to alumni aged 45+ on behalf of the University Fund Limburg. Contact moments with alumni also need to be recorded in Dynamics in order to coordinate our approaches and provide alumni with accurate information.

6.1 Alumni data

The AO has formulated objectives for completing and updating the data in Dynamics. Achieving these objectives will help us reach our goal of building sustainable and meaningful relationships with alumni and responding optimally to their needs.

1. Many alumni records in Dynamics are missing personal data, such as a given name (n=323), date of birth (n=1,441) and nationality (n=148).

Objective: In January 2026 the amount of personal data missing from Dynamics will have been halved compared to August 2021.

2. Many alumni records in Dynamics are missing a personal email address (n=12,368), a full postal address (n=3,686) or both (n=2,685).

Objective: In January 2026 the number of personal email addresses and full postal addresses missing from Dynamics will have been halved compared to August 2021.

3. Employment data in Dynamics are missing for 86% of alumni (n=69,931).

Objective: In January 2026 up-to-date employment data for 50% of alumni will be recorded in Dynamics.

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6.2 User-friendly data sharing

Alumni can share their details via the alumni portal or this [form](#). However, the portal is insufficiently user friendly, and it is time consuming for the AO to transfer the data from the form to Dynamics.

Objective: In January 2026, alumni will be able to register for AO events and enter their data using a new, user-friendly digital alumni platform (see the Marketing and Communication section for the platform features).

6.3 Dynamics

Dynamics is currently insufficiently user friendly:

- unused variables are visible in profiles and searches
- the types of volunteer activities are outdated
- users cannot send or register emails within the system (it is not linked with the Tripolis email system)
- event registrations have to be processed manually
- there is no donation module for the UFL.

Objective: In January 2026 Dynamics will be as user friendly as possible.



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Appendix 1. Platform functionalities

Component	Functionality	Required data
Alumni events	Search for events	Overview of events
	Register for events	Event data
	Direct connection with Dynamics	Interests
	Show suggested events	Events previously attended
Communities	Search for Communities	Overview of Communities
	Join Communities	Communities data
	Direct connection with Dynamics	Interests
	Receive messages from Communities	
	Show suggested Communities	
Donate	Payment service	Previous donations
	Direct connection with Dynamics	
	Overview of previous donations	
Career services	Payment service	Overview of services
	Register for career services	
Data	Share data	Alumni data
	Direct connection with Dynamics	
Volunteer work	Search for volunteer work	Overview of volunteer work
	Register for volunteer work	Volunteer work data
	Show suggested volunteer work	Previous volunteer work
	Direct connection with Dynamics	Interests
Vacancies	Search for vacancies	Interests
	Show suggested vacancies	Employment data
		Address data
Webshop	Payment services	Interests
	Direct connection with Dynamics	Previous purchases

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Appendix 2. Types of alumni data in Dynamics

Type	Subtype
Personal data	Initials
	First name
	Prefix
	Surname
	Sex
	Preferred language
	Date of birth
	Place of birth
	Nationality
Address	Street
	House number
	House number suffix
	Postcode
	City
	Country
	Date of change of address
	Date of verification of address
Email address	Personal email address
	Alumni email address
	Work email address
	Date of change of email address
	Date of verification of email address
Study programme	Education level
	Study programme
	Start date
	End date
	Faculty

Contact preferences	Opt in/opt out
	Alumni events
	University Fund Limburg
	Surveys
	Maastricht Law Messages
	AO newsletter
	Talkin' Business
	UMagazine
Employment data	Employer
	Job title
	Start date
	End date
	Employment status
	City of employer
	Country of employer
	Sector
	Date of change of employment data
	Date of verification of employment data
Interests	Fields of interest
	Date of change of fields of interest
	Date of verification of fields of interest
Data on contacts with alumni	
Data on volunteer work by alumni	
Data on attendance at AO events	

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