

Under CONSTRUCTION

Since the new Chief Executive and Vice-Chancellor tasked the Alumni Relations and Development team with extending the successful School of Management alumni relations model to other Schools across the University, we have been busy learning, strategising and planning. **Benedicta Morrow-Slason**, Director of Alumni Relations and Development explains...



Over the last few months, members of the Alumni Relations and Development team have spent time at Cranfield Defence and Security, the School of Applied Sciences and the School of Engineering, learning more about their activities and how we can increase engagement with alumni from other areas of the University.

Our vision is to create a new Alumni Relations and Development function providing a range of pan-University activities, alongside more focused activities that will resonate with distinct alumni groups from different Schools, sectors or regions.

In the autumn, we will be launching a new modular alumni web portal with a customisable home page displaying content which is most relevant and interesting to you. Some of you may wish to only see information that is relevant to the School of Management and your programme or sector, but some of you may also welcome the opportunity to receive information that is generated from other areas of Cranfield, such as engineering, aerospace, automotive, manufacturing or the environment. You will still have

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access to a searchable online directory but you will also be able to access alumni from other schools if you wish to do so. We are also looking into new technology that will allow us to create more bespoke communications based on your interests. Once we've got the basics in place, we hope to launch a new alumni app to increase the usefulness of the portal when you are on the go.

As you will know, we offer an extensive range of events for alumni and we are looking to see where these can be expanded to include alumni from across the University. The Alumni Symposium on 7 November will be a great example of how we can harness faculty and alumni expertise from a variety of different perspectives around a common theme for a dynamic day of learning, that will include alumni from across the Schools. There will also be events that are open to you, which may be led by faculty in other schools, such as the Manufacturing event on 20/21 May. We have also been linking School of Management international communities to create more robust networks overseas and many successful international events have already taken place.

We believe that the whole is greater than the sum of its parts and that by joining alumni activities across the University we will be able to create an even stronger and more vibrant alumni network, spanning all corners of the globe. We hope that you will benefit from greater access to alumni and faculty from other Schools and that you will help us to demonstrate to other alumni outside of the School of Management the benefits of maintaining a relationship with University and remaining involved with the alumni network, the largest and most influential constituency within the Cranfield community.