Changing Modes of International Alumni Engagement and Philanthropy

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Introductions & Session Goals

• Provide university leaders with successful examples of adapting international fundraising efforts in the face of travel suspensions and other barriers

• Explore changing trends in international philanthropy and alumni relations during the pandemic

• Generate ideas for effective SIO involvement in institutional fundraising and alumni engagement efforts
America’s first research university

Programs in public health, nursing, biomedical engineering, medicine, and education are considered among the best in the country

Bloomberg School of Public Health is world’s oldest and largest independent school of public health

Leading U.S. academic institution in R&D spending and federal R&D funding for 40 years straight

Active in 100+ countries

29,000 full and part-time students
~20% undergraduate (13% international)
~80% graduate (28% international)

200,000 alumni worldwide
12,000+ living outside U.S.

Hugh Sullivan, Director of International Programs, Development and Alumni Relations
Brodie Remington, Executive Director, International Giving & Engagement

About U-M:

• Public
• Research oriented (>\$1.6B in annual expenditures)
• Breadth and depth of academic strengths (100+ programs ranked in the top 10)
• Long history of international engagement (Angell, Barbour)
• Decentralized
• 630,000 alumni - 40,000 outside the US in 179 countries
• 48,090 students (13.9% international)
  • Undergraduate: 31,266 (7.3% international)
  • Graduate: 16,824 (25.8% international)
Who’s in the room?

Please raise your hand if you…

• Are joining us from outside the United States (Feel free to add your home country to the chat!)
• Have international fundraising or global alumni engagement as part of your work portfolio
• Have snow falling outside
• Have a dog or cat keeping you company right now
How did you adapt your outreach strategies in light of travel suspensions and limits on in-person gatherings?
What new opportunities emerged during COVID-19?
What surprised you in terms of stakeholder interests?
How can SIOs continue to support philanthropic efforts during these challenging times?

What advice would you share with SIO colleagues in today’s session?
As you read the tea leaves, how might COVID-19 fundamentally change the ways we engage with alumni and donors moving forward?

What trends are you already observing?
Discussion