

ALUMNI ADVANTAGE

V1. Q1 2026

Featuring Professor Matthew Call

All About **ROI**

*How to unlock, measure and prove your
network's ROI.*



THE ALUMS 2026

November 5-6, 2026

The ALUMS is the premier annual event celebrating the achievements shaping corporate alumni.

Join the industry's top minds for two days of high-energy insights, innovation, and connection. Dive into best practices, bold new ideas, real-world case studies, and forward-looking strategies that are defining the next era of alumni engagement, all while building a trusted, cross-industry network.



Located in the Heart
of NYC



Gala Dinner and
Awards Ceremony



Panelists with Real
Industry Experience



Supercharge Your
Alumni Community

Tickets Available Now
Early bird prices on offer for a short time



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Defining What Comes *Next*

Dear Alumni Community,

It is with enormous pride and excitement that I welcome you to the very first issue of Alumni Advantage. Launching this publication is a milestone for our entire EnterpriseAlumni community – a space dedicated to sharing the ideas, research, and impact shaping the future of alumni engagement.



I'm especially pleased that our inaugural issue features insights from Professor Matt Call, a long-time friend and someone whose work is transforming how organizations understand alumni value. His research sets the perfect foundation for what this magazine stands for: clarity, substance, and meaningful impact.

As you explore these pages, you'll see the momentum building globally. Companies are launching networks with real strategic intent; leaders are embracing alumni as part of their long-term people strategy; and our community continues to grow in ambition, imagination, and influence.

We are just at the beginning – and I'm honored to share this first step with you.

Warm regards,

Emma Sinclair

Emma Sinclair MBE
CEO, EnterpriseAlumni

Opening the *Conversation*

Welcome to the debut issue of **Alumni Advantage**. Launching a first edition is a rare and exciting moment — it sets the direction, the voice, and the ambition for everything that follows. Shaping this inaugural issue has been a privilege, bringing together ideas and perspectives that reflect the momentum building across the alumni landscape.

This issue highlights the people and themes defining the next chapter of alumni engagement. From Professor Matt Call's research on ROI, work that has influenced thinking across the industry, to organizations launching new alumni networks with purpose and clarity, these pages capture a field evolving with real intention. Our aim is to show not only the strategic value of alumni communities, but the creativity and leadership driving them forward.

I hope this publication becomes a dependable space for insight and clarity as the alumni landscape continues to evolve.

Thank you for joining us for the very first edition.

Ahava Rubin

Ahava Rubin
Guest Editor, Alumni Advantage



What *Happened* & What's *Next*

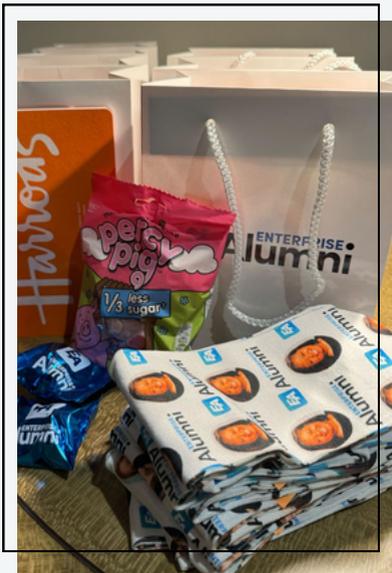
Thought Leadership Breakfast Chicago

21st January 2026

Our Alumni Thought Leadership Series made its latest stop at the St. Regis Chicago, where we hosted an insightful breakfast conversation featuring Dr Erin Makarius and Dr Alison Dachner.



They unpacked the evolving value of corporate alumni networks, sharing research-backed strategies for activating engagement and strengthening commercial relationships within this underleveraged talent pool.



Beyond the thought-provoking discussion, the breakfast was a chance for EnterpriseAlumni's team to connect with leaders across the alumni space – and to swap stories with organizations at different stages of their alumni journeys. And for a bit of fun, attendees enjoyed a now-legendary tradition: EnterpriseAlumni socks customised with their own faces.

Our Thought Leadership Series continues, so stay tuned – and we look forward to seeing you at a future event.

Coming *Soon*

Date: Thursday, May 14, 2026

Venue: Hyatt Regency London - The Churchill

Time: 8:30am - 10:30am



Breakfast Series

Learn. Lead. Grow.

The next EnterpriseAlumni Breakfast is just around the corner!

Join us in person to connect and dive into the latest thought leadership on all things alumni.

Everyone's welcome, whether you're a seasoned alumni pro or just alumni-curious. Come meet fellow leaders, innovators, and sponsors – be part of the conversation shaping the future of corporate alumni.

March, 2026 Breakfast Series Calendar



Zurich

March 6, 2026

Neues Schloss Hotel



Charlotte, NC

March 16, 2026

The Ritz-Carlton



Raleigh, NC

March 18, 2026

The Umstead Hotel



Washington, DC

March 19, 2026

The Ritz Carlton

We can come to your city!

Fill out this form to sign up and you can also signal your interest so that we can host a Breakfast Series near you.



Alumni Week

'Alumni Weeks' are becoming a natural next step for organizations with established alumni programmes. Done well, a week-long format brings together leadership visibility, meaningful touchpoints, a brand and marketing boost, and shared opportunities for learning and growth, creating community energy that's hard to replicate through isolated events or communications. Recent alumni weeks hosted by PwC and RSM illustrate how this approach can work in practice.

RSM Alumni Connectivity Week – January 2026

RSM's Alumni week concentrated engagement around three elements: platform activation, career narratives, and local meet-ups. The firm amplified its digital hub—encouraging profile updates and reconnection through the US/Canada platform—while promoting story-driven features that highlighted return journeys (“boomerangs”) and career paths across markets. Momentum carried into on-the-ground activity, including a Calgary networking night promoted by local leaders and marketing teams as part of the week's schedule.



Throughout the week, LinkedIn posts from RSM teams reinforced the purpose—celebrating shared experiences, strengthening connections, and underscoring career support at every stage—while boomerang spotlights drove home the long-term value of the alumni program.

PwC Alumni Connectivity Week – Oct 2025

Perhaps the blueprint for a successful alumni week, PwC hosted its fourth US Alumni Connectivity Week. The event opened with a “coffee on us” initiative, inviting alumni to order a coffee on the company. This small gesture offered a simple global touchpoint for alumni, before moving into a series of learning-focused sessions spanning storytelling and career growth strategies.

The Program also included dedicated moments to spotlight alumni experience contribution, before concluding with in-person alumni gatherings across key US cities, including Los Angeles, Houston, and Washington, DC.

Together, the week demonstrated how a clearly defined alumni-week format can combine digital reach with in-person engagement to support connection and ongoing professional development at scale.

“The week was filled with meaningful connections, inspiration and opportunities to grow together.”

- PwC



10 Practical Steps to Starting an Alumni Week

1

Secure a senior sponsor

Someone who can champion the week, unlock resources, and lend leadership credibility.

2

Set clear goals & KPIs

Decide what “good” looks like: platform logins, attendance, stories shared, or boomerang interest.

3

Set a realistic budget

Cover essentials only: virtual tools, light catering for local meetups, simple content assets.

4

Start small (and build from there)

A few strong moments outperform a packed but unfocused agenda.

5

Choose a theme or focal point

Give the week a narrative hook—careers, reconnection, alumni stories, or “celebrating our community.”

6

Create a simple weekly structure

Map 3–5 anchor moments (e.g., leadership message, stories day, virtual panel, local meetups).

7

Engage business and regional teams early

Give them a small, easy role: host a meetup, share a story, push comms.

8

Prepare communications and assets

Draft invites, social posts, internal messaging, and a countdown plan.

9

Line up your content

Gather alumni stories, boomerang spotlights, short videos, and leadership messages in advance.

10

Measure, learn, and document

Capture what worked, what resonated, and what you’d scale or simplify next year.

Alumni Job Corner

With more companies launching alumni networks, the field is expanding—creating new opportunities for professionals who can support and grow these communities. As organizations recognize the value of sustained alumni engagement, dedicated roles are emerging across the industry. Below are some of the latest openings in alumni management.

BDO Canada



Role: Manager, Alumni Program



Location: Toronto ON, Ottawa ON, Montreal, QB, Halifax NS, Calgary BC, Vancouver BC

Schmidt Sciences



Role: Alumni Associate



Location: New York, US

Blue Legal



Role: Business Development Coordinator - Alumni Engagement



Location: London, UK

Baltic Ventures



Role: Programme & Community Manager



Location: Liverpool, UK

McDermott Will & Schulte



Role: Alumni Relations Specialist



Location: Chicago IL, New York NY, US

Alston & Bird



Role: Alumni Relations and Attorney Planning Coordinator



Location: Atlanta, GA

From *Vision* to *Impact*

Building Alumni Network ROI in Professional Services

Many professional services firms recognize the potential value of alumni networks—but struggle to turn that vision into something practical, measurable, and valued by the business.

This webinar explored how alumni leaders:

- Move programs from “nice to have” to strategic business assets
- Build momentum before full ROI is formally visible
- Balance culture, talent, and revenue goals
- Prove progress in the early stages

The session featured real-world perspectives from:



Melinda Wedding
Manager of Alumni Relations
& Talent Acquisition
Ryan



Kyle Kraynick
Client Relations Manager
Barnes & Thornburg LLP

Both shared what it takes to build alumni programs that work in practice, not just in theory.

Topics Covered

1

How can alumni programs drive talent, business development and culture?

2

What do alumni truly value, beyond jobs boards and discounts?

3

How do firms measure early success before full ROI shows up in financial reports?

4

What needs rethinking about alumni engagement in professional services?

Key Themes & Insights

Alumni Is a Business Asset, Not Just a Culture Play

Effective alumni programs support revenue, talent, and brand. Where the program sits matters less than having clear goals, ownership, and senior sponsorship.

“Alumni naturally support our growth—engaged alumni become referrers and future opportunities.”

Senior Sponsorship Drives Scale

Programs with visible CEO or C-suite support gain faster traction, credibility, and cross-functional buy-in. Top-down commitment signals alumni relationships are long-term strategic priorities.

“Building champions across departments and regions will pay tremendous results going forward.”

Inclusion Expands Long-Term Value

Broad, inclusive definitions of alumni (not just partners or revenue generators) unlock future returns. Segmentation—not exclusion—allows firms to manage risk while maximizing relationship capital.

“Engagement is personal — for some it’s networking, for others information or community.”

Assumptions the Webinar Challenged

- Alumni who join competitors shouldn’t be engaged
- Alumni only care about jobs and perks
- Alumni programs need perfect data before they can demonstrate ROI

To watch any webinar from our alumni webinar series go to our [website](#)

The Metrics That Matter

Measuring Alumni Program ROI Beyond Headcount

Evidence suggests that 76% of companies cite business development as a key driver for alumni programs, yet fewer than 30% can quantify the value they generate.

Research by [Fulmer](#) demonstrates that alumni programs create substantial returns through talent acquisition, business development, and brand advocacy. The problem isn't value creation—it's demonstrating that value through thoughtful measurement and articulation.

Event attendance and email opens measure activity, not outcomes. A network of 500 engaged alumni who create value sometimes beats 1000 or 5000, or even 10,000 passive members. These traditional metrics measure inputs, not outputs.

The Four Value Streams Worth Measuring

1 Talent Acquisition

Start with cost per hire savings; calculate your baseline cost per hire (total recruiting costs divided by total hires), typically \$4,000-\$7,000 according to SHRM (but this can vary widely). Then calculate alumni referral cost per hire. Even with referral bonuses, alumni-sourced hires cost 50-70% less than traditional channels.

Calculate three components:

1. **Recruiting Savings** (60-80% less than external hires)
2. **Onboarding Savings** (studies show 40-50% reduction since they know your culture and systems)
3. **Productivity Premium** (they reach full productivity 30-40% faster).

2 Knowledge & Innovation

Track instances where alumni solved technical problems, provided competitive intelligence, accelerated projects, or prevented costly mistakes. Track new ideas from alumni insights, technologies they scout, cross-industry practices adapted through their connections, and IP developed through collaboration.

“Alumni at client organizations create the single largest value for many companies”

3 Business Development

Track alumni-introduced clients, account expansions, and the revenue tied to each. Beyond direct revenue, alumni also enable research partnerships, tech collaborations, and distribution deals. Value these by estimating avoided consultant costs or the opportunity cost of missing the partnership.

4 Brand Advocacy

Track LinkedIn posts mentioning your company. Companies with formal alumni programs receive 15-20% better Glassdoor ratings according to a recent study. A half-star improvement from 3.5 to 4.0 increases offer acceptance by 3-5%. With 50 yearly offers, that's 1-2 additional acceptances worth \$10,000-\$20,000 in avoided recruiting restart costs.

Proof of Concept in *90 days*

Month 1: Build Data Infrastructure

Week 1 & 2:

- Audit what you have, pull up ATS and CRM
- Identify which hires came from alumni referrals
- Trace closed deals back to alumni introductions

Week 3 & 4:

- Add alumni source dropdown field in your ATS for all new hires
- Add "alumni influence" checkbox in your CRM for opportunities
- Create Google Sheet for tracking alumni consultations

Month 2: Test Tracking System

- Tag the source of your next five hires. When sales closes deals, ask if alumni were involved. When someone emails an alumnus for advice, log it.
- Calculate your baseline numbers now: What's your current average cost per hire? What's your typical sales cycle length? What's your Glassdoor rating?

Month 3: Build Business Case

- Calculate your first-quarter ROI even if it's incomplete. Present this to finance as a pilot, not a final answer

From Cost Centre to Strategic Investment

"Now when your CFO asks "So what?"—you don't just have an answer. You have a spreadsheet, comparison data, and conservative attribution that still shows 3:1 ROI. The programs that survive aren't the ones with the best happy hours or the most elaborate LinkedIn groups. They're the ones that can walk into a budget meeting and prove, with numbers, that every dollar invested returns three dollars in value."

BY PROFESSOR

Matthew Call

Professor Matthew Call is an Associate Professor of Management at Texas A&M University's Mays Business School, specializing in human capital and talent management. His work focuses on organizational performance, employee retention, and developing effective management strategies. He also serves as an alumni consultant, helping organizations build evidence-based strategies for engaging and retaining strong relationships with former employees.

Senior Advocacy with *Ian Storrar*



Ian Storrar, Enterprise Alumni's Chief Customer Officer, brings over two decades of experience leading executive programs at Box and Gartner and advising global enterprises, alongside founding two tech companies.

I've spent much of my career working with senior executives across many industries, and the strongest leaders consistently champion their alumni—often informally. They mentor rising talent who, when they move on, speak proudly about the companies that shaped them.

Over the years, established firms like IBM, and GE have shown that when leadership aligns around clear principles and visible advocacy, it signals to the entire organization that alumni engagement matters. Securing leadership support elevates your program by increasing visibility, credibility, and strategic relevance. It reinforces that relationships with former employees are not an afterthought but a long-term investment in talent, community, and lasting professional connections. This is just as true today, whether you're Apple, BlackRock, Genentech, or LinkedIn.

Indeed, there are several key ways that senior leaders can make a vital contribution to your alumni program's success. We recommend starting with these. You can add others, but the basics will form a sure foundation for your strategy.

"When leadership aligns around clear principles and visible advocacy, it signals to the entire organization that alumni engagement matters."

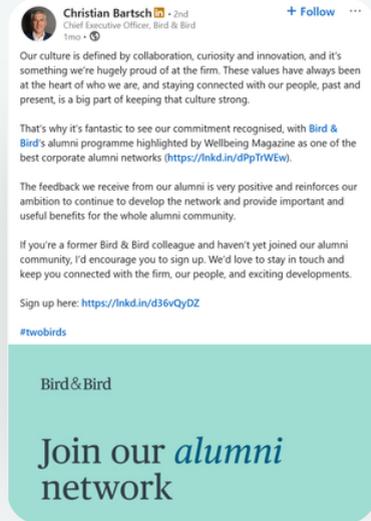
1 LinkedIn Post: Visible Public Endorsement

LinkedIn Post: Visible Public Endorsement

One of the easiest ways to publicly endorse the network is a simple LinkedIn post announcing or celebrating the launch of your companies' alumni network.

How it helps: Instantly increases reach beyond internal channels, while lending credibility to the program. It signals to employees that alumni are valued at the highest level, encouraging employees to engage and share.

Without it: A missing signal from the top inevitably downgrades the strategic positioning of alumni networks



2 Message in Internal Comms (Newsletter, Weekly Updates)

Senior leaders reference alumni network in internal newsletters, all hands meetings, or leadership updates.

How it helps: Normalizes alumni engagement as part of employee lifecycle, increasing internal visibility, and marking it as a company priority.

Without it: Employees lack the confidence that alumni engagement is encouraged, which can limit collaboration, reduce awareness of business opportunities, and cause the organization to miss strong boomerang candidates.



“ I am extremely grateful to all of our former colleagues who have contributed to making BlackRock what it is today. Our investment in our people continues with the BlackRock Alumni Network, which enables our alumni to connect with the firm and each other, explore opportunities for career development and learn more about how we continue to live our purpose every day. ”

– Larry Fink
Chairman and CEO, BlackRock

3 Active Participation in Alumni Events

This is where the talk meets the walk. Employees and alumni pick up on how leaders vote with their feet. Showing up to keystone events is a critical component of demonstrating executive buy-in and creating buzz around alumni networks.

How it helps: Boosts attendance and participation, positions network as a serious professional community and creates opportunities for senior relationship building.

Without it: Events without genuine leadership engagement (starting with attendance) don't create the same word of mouth. Former colleagues want to reconnect with their old team-mates who rose to the top or meet the new generation who came after them. These corporate flag-carriers provide a signal for others to follow. Without it, it's hard to get alumni to keep coming.



Ashley Magargee, CEO Genentech

To learn more about senior advocacy for alumni programs in practice, check out our webinar available on [The EnterpriseAlumni Podcast](#)



Having the Right Conversation about Alumni

A View From the Board Room

Tuesday, March 24, 2026
9am PT / 12pm ET / 4pm GMT



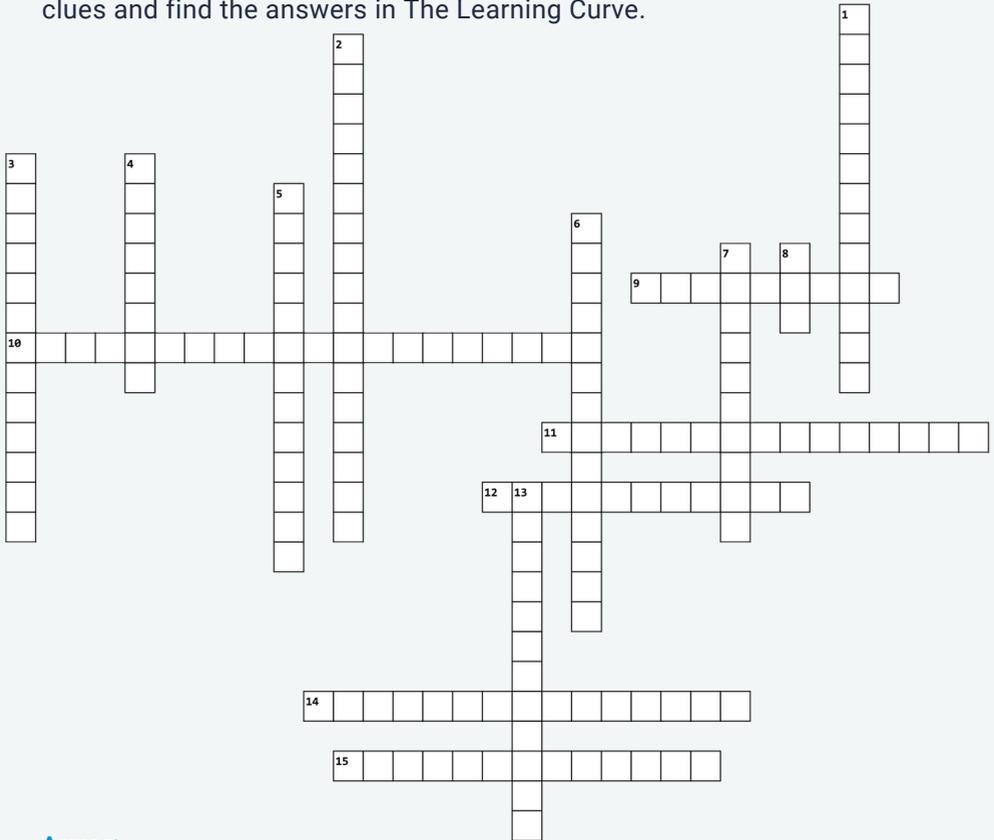
Ian Storrar
Chief Customer Officer
EnterpriseAlumni



Mark Astaire
Former Vice Chairman,
Barclays & Merrill Lynch Bank
of America Board Member,
Sky News

The Alumni *Crossword*

A quick mental workout designed just for our community. Tackle the clues and find the answers in The Learning Curve.



Across:

9. Returning hire who brings external market experience back (9)
10. Recruiting funnel focused on former employees (6,6,8)
11. Knowledge retained in the ecosystem after people depart (9,6)
12. Referrals, endorsements, and word-of-mouth credibility from alumni (6, 4)
14. Professional network sustained beyond formal employment (6,9)
15. Organized group of alumni with a common identity or interest (8,5)

Down:

1. Goodwill that alumni carry into future roles and companies (5, 8)
2. Future opportunities unlocked by maintaining strong ties (8,9)
3. Share of total hires who are returning alumni (9,4)
4. Community events that bring former employees together (8)
5. Strategic benefit created when former employees become clients or partners (8,5)
6. The movement of talent across companies and industries (6,8)
7. Employee who leaves on good terms and remains an advocate (10)
8. system used to manage alumni relationships (3)
13. Digital environment for alumni engagement and communication (6,6)

Alumni *Newcomer*

This quarters Alumni Newcomers spotlights the companies newly embracing the power of alumni engagement—creating new pipelines for talent, revenue, and community.



With more than two decades of consulting experience and a presence in 14 countries that spanning a range of sectors, Efficio is harnessing the untapped power of global their community to create a diverse, alumni network.

By launching Efficio Connect, Efficio offers its former employees a central hub where they can access career opportunities, share expertise, and stay connected with the wider Efficio community. This step reflects the firm's ongoing commitment to supporting talent long after they have moved on



Houlihan Lokey

Houlihan Lokey's Alumni Network reflects CEO Scott Adelson's belief that people and relationships are central to the firm's success. Adelson views alumni as an extension of the firm's community and a key part of its ongoing impact.

To drive this point home, the platform offers former employees access to mentorship, sponsorship, and coaching, along with curated career resources. It also creates space for alumni to maintain connections, share insights, and gain early visibility into new job opportunities.



BDO Canada has recently introduced its own alumni platform. The program is designed to help former employees stay connected to the firm and to one another as they advance through key career milestones.

Alumni who join the platform gain access to exclusive events, early career opportunities, and a steady stream of thought-leadership content, offering a structured way to reconnect with colleagues and remain plugged into the wider BDO network, while remaining within the smaller Canadian family.



genpact

Genpact's new Reignite Alumni Program reflects the company's belief that while careers move forward, the relationships built through shared transformation don't fade. Rooted in Genpact's culture of reinvention and its "on it" brand ethos, Reignite gives former employees a meaningful way to stay connected to the company's industry advancements.

Through curated meetups, leadership conversations, and opportunities tied to GenpactNext, alumni can continue contributing to and benefiting from Genpact's innovation.



Pentland

Pentland Brands' alumni network builds on the company's long-standing focus on people, purpose, and community. As the organization behind globally recognised sports, outdoor, and lifestyle brands.

Pentland is guided by its mission of "pioneering brands that make life better" and supporting positive, active, sustainable lifestyles. The network will extend this ethos by keeping former employees connected to Pentland's values.

HONDA
The Power of Dreams

Honda has strengthened its commitment to long-term talent relationships by launching a corporate alumni network designed to stay connected with former employees across the technology and automotive sectors.

The network aims to tap into alumni expertise, foster collaboration, drive innovation, and enhance talent pipelines—positioning the initiative as both a community-building effort and a catalyst for future growth.

AlumniAces *Spotlight*

An Interview with Alumni Leader Ashley Boles

As alumni programs gain traction across industries, leaders are looking for deeper insights and peer-to-peer learning. That's where AlumniAces, the only global community exclusively for corporate alumni professionals, comes in – a space to connect, collaborate, and advance alumni expertise together. One of the community's rising voices is Ashley Boles, Alumni Manager at RSM US LLP and winner of the Best Newcomer award at the ALUMS. Despite being new to alumni management, she successfully launched and elevated RSM's program, earning recognition for her impact and strategic approach.



Ashley Boles Manager at RSM US LLP

EnterpriseAlumni sat down with Ashley for a spotlight conversation about building a professional services alumni network from the ground up – including her lessons learned, challenges, and advice for fellow alumni leaders.

EnterpriseAlumni: Hi, Ashley! Who are you and what do you do now?

Ashely: I'm Ashley Boles, formerly Marley, I just got married this summer! I am a manager, working out of Orlando, Florida, overseeing the Corporate Alumni engagement strategy at RSM US LLP. My focus is on creating programs and experiences that foster belonging and strengthen connections across our organization and alumni community.

EnterpriseAlumni: What kind of alumni things do you get up to day-to-day?

Ashely: My day-to-day is all about creating ways for our alumni to stay connected – with each other and with the firm. I focus on engagement strategies that include planning events, curating content, and building opportunities that feel meaningful. For example, offices across the country host AlumNIGH, which combines continuing professional education (CPE) with networking, and networking socials, where former and current colleagues can reconnect and grow their networks.

We also lead volunteering and giving initiatives through our annual Power of Love Campaign. Each RSM office partners with a local youth-focused charity for fundraising and volunteer efforts, and alumni are invited to join in. This year, we even expanded our Community Impact Fund to alumni – an application-based program that provides one-time grants to local charities. All of this is supported by the RSM US Foundation, which empowers our people to make a difference for youth through programs focused on education, hunger, housing, and health. And I'm really excited about what's next ... we're hosting our first Alumni Connectivity Week in January 2026!

EnterpriseAlumni: How did your previous experience help when you took over the role?

Ashley: My background in event management and alumni engagement gave me a strong foundation on revamping the alumni program at RSM, which connects RSM alumni and current employees across the US and Canada. I also work closely on culture projects within RSM and so understanding how to create meaningful connections that internally translates well to alumni engagement, through empathy, communication, and a clear sense of purpose.

“It takes time to secure buy-in across leadership, but I’m proud to say that the alumni network has been activated across our enterprise.”

EnterpriseAlumni: What hurdles have you had to overcome?

Ashley: One challenge was shifting perceptions of alumni programs from “nice-to-have” to “strategic asset.” It takes time to secure buy-in across leadership, but I’m proud to say that the alumni network has been activated across our enterprise. We like to say: “We’ve always had an alumni program,” just not formally. We formally launched around 2021 and launched the platform in 2024.

Another tough point is the data. A big reason why we leaned into EnterpriseAlumni was so that we could enhance our current data and also capture those whom left far before a program was established. In the first 16 months of our platform, we’ve been able to introduce 5,000 new users. Our biggest hurdle? Getting them through sign up. They start, activate and then resign. This then makes it challenge to communicate with them because they’re stuck in this “in between” zone.

EnterpriseAlumni: What are your top tips for building a successful alumni network?

Ashley:

- Start with purpose. Define why the network exists and what value it brings.
- Keep it personal. Tailor outreach and events to alumni interests. The key to alumni engagement is personal connections.
- Leverage technology. Make it easy for alumni to connect and engage.
- Celebrate wins. Highlight alumni achievements and contributions.

EnterpriseAlumni: What’s the most interesting part of the job?

Ashley: Celebrating success stories – internally and externally. Whether it’s RSM introducing an alumni to a job opportunity, securing a new business proposal, celebrating an alum returning to the firm or sharing how their experience here shaped their career, those moments remind me why this work matters.

EnterpriseAlumni: If you could start your alumni network all over again, what would you do differently?

Ashley: I’d invest earlier in analytics and segmentation to personalize engagement from day one. Data-driven insights make a big difference in building meaningful connections.

A big ‘thank you’ to Ashley for taking the time to speak with us and for her contributions to strengthening alumni engagement at RSM and beyond.

Alumni-curious?

Visit our website by scanning this QR code to access a rich network of resources, innovative tools, and global events.



AlumniAces: Digital community for thought leadership and peer group support.



AlumniAcademy: Courses on running a successful program, led by HBR professors.



The Learning *Curve*

A space dedicated to continuous growth across our alumni community. In this section, you'll find our Alumni Dictionary, answers to this issue's crossword, and curated opportunities for further learning and professional development – all designed to keep you curious, connected, and continually evolving.

The Alumni Playbook: Key Terms

All the key terms you need to speak alumni fluently

Boomerang

A former employee who returns to work for the organization after leaving.

Talent Boomerang Rate

The % of all hires who are alumni returning often used to assess alumni program ROI.

Contingent Alumni/Alumni Contractors

Former employees who return freelance, consultants, or gig workers.

Passive Talent Pool

Alumni who aren't actively applying for roles but may be open for opportunities- alumni o outperform external passive talent due to prior affinity.

Positive Offboarding

The practice of supporting employees respectfully and constructively as they leave, ensuring a smooth transition and keeping the relationship strong for the future.

Alumni Customer Client Pathway

A structured process recognizing that many former employees become buyers, decision-makers, or influencers at other companies.

Alumni Journey

A mapped lifecycle from: exit → onboarding into alumni network → ongoing engagement → potential rehire/ referral / client relationship that keeps alumni engaged over time.

Advocacy Flywheel

The loop where alumni: promote the brand → attract talent or clients → strengthen the company → increase alumni pride → repeat.

Post-Employment Value

The ROI a company gains from alumni, framed as: talent, sales, knowledge, brand lift

Alumni Advocate

A former employee who champions the brand externally- referring clients, talent, or promoting the company online.

Crosswords Answers

Across:

- 9. Boomerang
- 10. Alumni talent pipeline
- 11. Corporate memory
- 12. Social proof
- 14. Alumni community
- 15. Affinity group

Down:

- 1. Brand affinity
- 2. Pipeline Potential
- 3. Boomerang Rate
- 4. Reunions
- 5. Business value
- 6. Career mobility
- 7. Ambassador
- 8. CRM
- 13. Online Portal

To find all our editions in one place go to enterprisealumni.com