

Macquarie University Case Study

Reconnecting with valued
graduates



MACQUARIE
UNIVERSITY

“We believe the data people supply to LinkedIn is current, relevant and of a very high quality”.

Kristy White,
Manager, Alumni & Community Relations

Macquarie University is ranked in the top 2% of universities globally, and number one in Australia among universities under 50 years of age. The University is renowned for excellence in interdisciplinary research and teaching, a unique approach to learning, highly skilled graduates, and first-class facilities.

With many Macquarie students becoming prominent and successful in their chosen fields, the University embarked on a campaign in November 2011 to reconnect with these graduates to establish strong relationships.

Past students form the alumni community, which is important for the reputation of the University, raising its profile by highlighting the potential for strong employment outcomes and career success. The challenge the University faced was how to reconnect with alumni, some of whom it had not been in contact with since graduation.

Objectives

- Reconnect with University alumni
- Create an avenue for maintaining regular contact easily

Solution

- Establish a LinkedIn Group
- Deliver Partner Messages
- Gain insight with analytics

Why LinkedIn?

- Ability to target precise segments based on their level of seniority and qualification
- Confidence in the individual data stored being current, relevant and high quality

Results

- 1,700 targeted partner messages sent
- 39% open rate
- 51% response rate (of messages opened)

A highly targeted approach

Reconnecting with alumni who have lost touch with the University is an ongoing goal for Alumni Relations. Macquarie University Alumni Relations Coordinator Shannon Tricklebank says, "We had previously tried many channels including events, email, website, Alumni Web Community and social media. We decided to use LinkedIn for this particular campaign because we were able to target the exact segment of people we wanted to reach based on their level of seniority and their specific Macquarie University degree."

She adds, "As a result of this campaign, we captured current details for over 330 highly successful and prominent alumni so that we can keep them abreast of Macquarie's latest developments and facilitate connection opportunities."

The screenshot shows the LinkedIn interface for the 'Macquarie University Alumni' group. The page header includes the LinkedIn logo, account type 'Sales Pro', and navigation links like Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, and More. A search bar is visible. The group name 'Macquarie University Alumni' is prominently displayed, along with a 'Share group' link. Below the header, there's a 'Start a Discussion' section with a text input field and a 'Poll' button. A 'Choose Your View' section shows a post from 'sydneybusinessawards.com.au' about nominating a business. The 'Most Popular Discussions' section features several posts, including one from Shannon Tricklebank asking for votes for a brewery bar, and another from Mike Barn discussing academic results. The 'Manager's Choice' section highlights an announcement from Shannon Tricklebank. The 'Latest Updates' section shows recent comments and likes. The 'Top Influencers This Week' section lists Shannon Tricklebank, Hannah Sava, and Simon Cauch. The 'Group Statistics' section shows 3,759 members. The bottom of the page features a banner for 'Macquarie named Australia's best young university'.

An overwhelming response

LinkedIn Partner Messages were a highly effective component of Macquarie University's campaign. The versatility of the Partner Messages was an exciting opportunity for Macquarie University's Alumni Relations team and became a core element of the campaign's success, as Shannon Tricklebank explains: "The two major factors that worked well for this campaign were the granular segmenting and targeting options available and the ability to capture valuable recipient data. Of the 1,700 selected Partner Message recipients, 657 opened the message and over 330 responded, providing their contact details and making themselves available for ongoing connection opportunities and support."

Ongoing contact with a prized segment

Macquarie University has been able to reach out and connect with a highly valuable alumni segment on a relatively large scale. The University now engages conveniently and easily with this alumni cohort, offering lifelong support, professional development and networking opportunities.