



UAI – Universidad Adolfo Ibanez

About UAI

Founded in 1998, Universidad Adolfo Ibáñez is Chile’s leading private university with more than 11,000 undergraduates and postgraduates studying across two campuses in Santiago and Viña del Mar. The university has an extensive alumni community of over 29,000 graduates, and needed an all-in-one community management software to bring together this sizable database, as well as improve the alumni experience through new initiatives such as mentoring and networking.

We got in touch with Carolina Edwards Fontecilla, Deputy Director of Alumni at Universidad Adolfo Ibáñez (UAI), Chile, to learn more about her plans for their ToucanTech platform, as well as how she managed to get almost 5000 graduates to sign up to the new online community in the first six months.



Carolina Edwards Fontecilla

Deputy Director of Alumni

UAI community stats



Launched their ToucanTech alumni portal: **May 2022**

In first 6 months since launch:



4,850+ members joined their online community



85 news stories published with **12,800+** reads



1,400+ photos shared on their site



145 members signed up as mentors, **65+** jobs posted and **35** alumni events hosted



How did you encourage your 29,000+ alumni community to sign up to your online platform?

Prior to working with ToucanTech, we focused on updating our database, starting with our newest graduates. Then, when we were able to start our journey with ToucanTech, we took time to learn how to use the platform and design our site as we wanted, enabling us to become design experts.

With this already working well, we designed a launch communication plan. Mass emails were sent out informing our graduates of the benefits of joining this new platform, and a powerful social media plan was created to introduce the new platform to our graduates. In addition, at all of our face-to-face alumni events, we told our alumni about the new platform. Our graduates also encouraged their peers to sign up too.



What's been the biggest benefit for UAI of having a dedicated online alumni community?

One of the biggest benefits of our ToucanTech platform is that you can measure absolutely everything you do! For example, you can measure the impact of each post you share on the site, including our alumni news, which helps you make decisions on what kind of content to generate according to how your audience has interacted.

The same goes for emails – you can measure how many people open the email and who opened it, therefore helping you to make informed decisions about which tools to use to communicate with your alumni. You have to understand that because our network contains graduates of all different ages, not everyone uses the same means of communication to stay in contact with the university. ToucanTech therefore helps you to diversify your communications strategies accordingly.

Another great benefit is being able to organize all communications with our graduates from the site – It's important that our graduates feel welcome within their network, and that they see value in being part of this community. Therefore, it's important to manage the amount of information that we send them. The platform allows you to control this.



Have you launched any new initiatives on your platform recently?

In November, we organized and carried out our first ever Alumni Day, which was a reunion event for our alumni to meet and reconnect. We made sure to take advantage of our alumni being together in one place to promote our UAI community portal as our new information hub. Our strategy in this instance, and other instances, has been to create a new page in the main menu of our site every time we hold alumni events, with information about the event and a direct link to register - this simplifies the user experience.

Once an event is over, we move it to a submenu within one of our permanent categories so that post-event information still stays there for a while.

What's the best thing about your new alumni platform?

Using Google Analytics, we've been able to track all the interactions on our site -

for example, we've been able to see that our graduates visit the jobs board regularly, as well as our events pages. Our last Google record showed that our 'Alumni Day' page is our site's third most visited page, which confirmed our effective communication strategy to promote the site.

Finally, our news and event registration pages are significantly visited by our graduates, as they enjoy reading Alumni and University news to stay connected with the University.

How do you know your alumni are well-engaged?

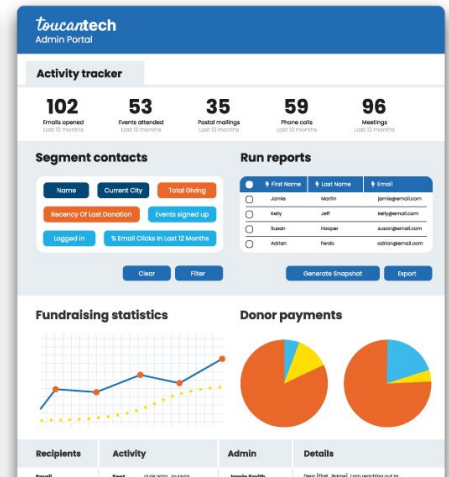
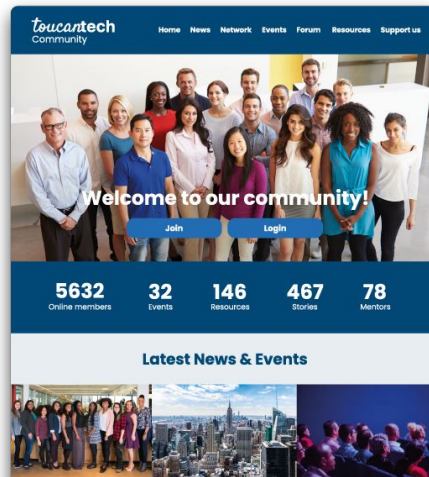
We've seen some great results from our site and the novelty of the site hasn't worn off! We've noticed that our graduates don't just log in once, but frequently log in to browse the site, since they know that the content is constantly being updated.



About ToucanTech



ToucanTech is a **community software** used by schools, companies and charities for marketing, membership, alumni, careers, and fundraising activities. Combining a flexible **website** and powerful **database/CRM**, it's an easy, all-in-one system.



Database

Import, filter, update and merge record, create custom fields, forms and admin permissions



Community

Connect your members on a branded network with privacy controls and mobile app



CRM

Track activity, measure engagement, capture consents, create postal labels, sync emails



Groups

Set-up club pages where admins can manage their own members, discussions, events



Email

Design and schedule newsletters, view stats, remove bounced emails, manage unsubscribes



Fundraising

Process donations and tax relief, set up funds, reconcile payments, run reports, steward donors



Resources

Upload photos, documents, magazines – tag, categorize, share and track downloads



Careers

Run a mentoring system, post jobs, publish careers guides, promote business networking



News

Publish articles, videos, and other content – track views, tag people, share on social media



Events

Manage your events (online or in-person), invites, reminders, seating plans and ticketing

