

National alumni strategy NL

Holland Alumni network

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Holland Alumni network: facts & figures

- Start of the network in 2009
- Funding by the Ministry of Education, Culture and Science
- Worldwide network for students and alumni with a Dutch study or research experience
- Currently > 70,000 members (> 15,000 active members) worldwide
- Involvement of Dutch higher education institutions, organisations and embassies
- Interactive platform supported by a worldwide network of > 40 Holland Alumni Associations



Why a Holland Alumni network?

- Alumni – networking and career opportunities and stay in touch with the Dutch
- International students – get in touch with like-minded people prior and during studies
- Dutch higher education institutions - trace and stay in touch with alumni for student recruitment, expand cooperation with foreign institutions and sometimes fundraising
- Dutch government – increasing awareness of value of alumni to the Dutch economy and Dutch representations abroad, but also for local development and capacity building



Towards a national alumni strategy

- First phase (< 2017):

Stakeholders consultations →→→→→→→→

- Second phase (> 2017):

- Round table discussions, taskforces and committees
- Position paper – national alumni strategy

"Alumni can enhance public & economic diplomacy and promotion of Dutch education and research abroad when there is:

- *a strategic focus on countries and themes*
- *a user-friendly and broad alumni platform*
- *connection to the Dutch labour market*
- *integration with Dutch trade (missions) and knowledge diplomacy*
- *ownership from all stakeholders"*



Main stakeholders

- Ministries of Education, Culture & Science, Foreign Affairs and Economic Affairs & Climate Policy
- Dutch higher education institutions
- Business community and employer or sector organisations
- Alumni & students

Main pillars

- Knowledge exchange & innovation
- Education promotion & talent retention
- Public diplomacy & local capacity building
- Trade investment

Focus areas

- Sustainability & energy
- Agriculture & food security
- Water
- Quantum, nano & hightech

Since 2019 extended focus areas:

- Logistics
- Energy
- Life sciences & health
- Creative industry
- Chemical industry
- Horticulture & starting materials
- Themes of the [Orange Knowledge Programme](#)



Focus countries and regions

- China
- Indonesia & Southeast Asia
- Southern Africa
- Canada
- Germany

Plus participating countries in the
[Orange Knowledge Programme](#)



Orange Knowledge Programme

4 components:

- Individual scholarships for mid-career professionals
- Group trainings
- Institutional partnerships between knowledge institutions
- Alumni activities

4 themes:

- Food & nutrition security
- Water
- Sexual & reproductive health and rights
- Security & rule of law

And:

- 53 countries in total
- 5 year programme
- Financed by the Ministry of Foreign Affairs

Orange Knowledge Programme

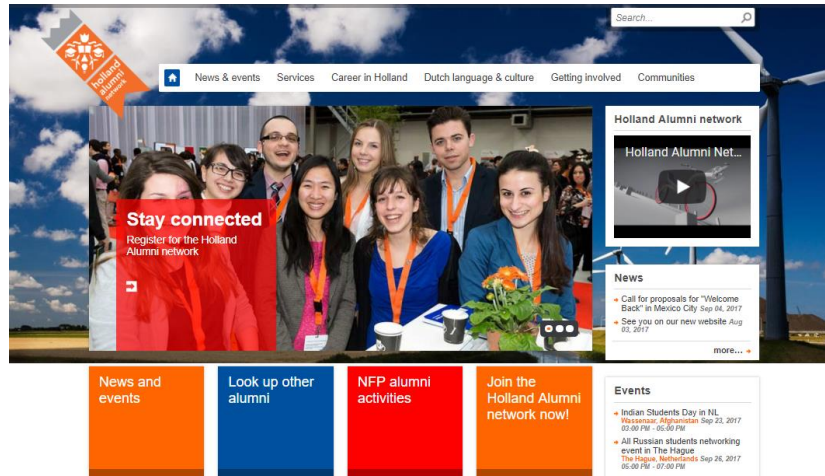


Ministry of Foreign Affairs

Stakeholder involvement: Holland Alumni network – online communities



Online platform – www.hollandalumni.nl



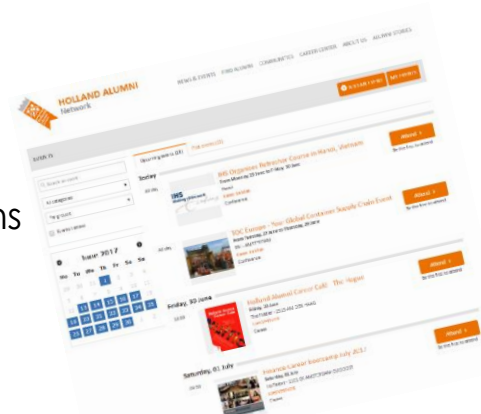
Old website < 2018



New, more interactive website
launched in January 2018

Features

- Alumni database & search options
- News & events overview
- Online interactive communities
- Newsletters & alerts
- Career Center
- Jobs worldwide
- Alumni stories



72437
MEMBERS



17
EVENTS



27
JOBS



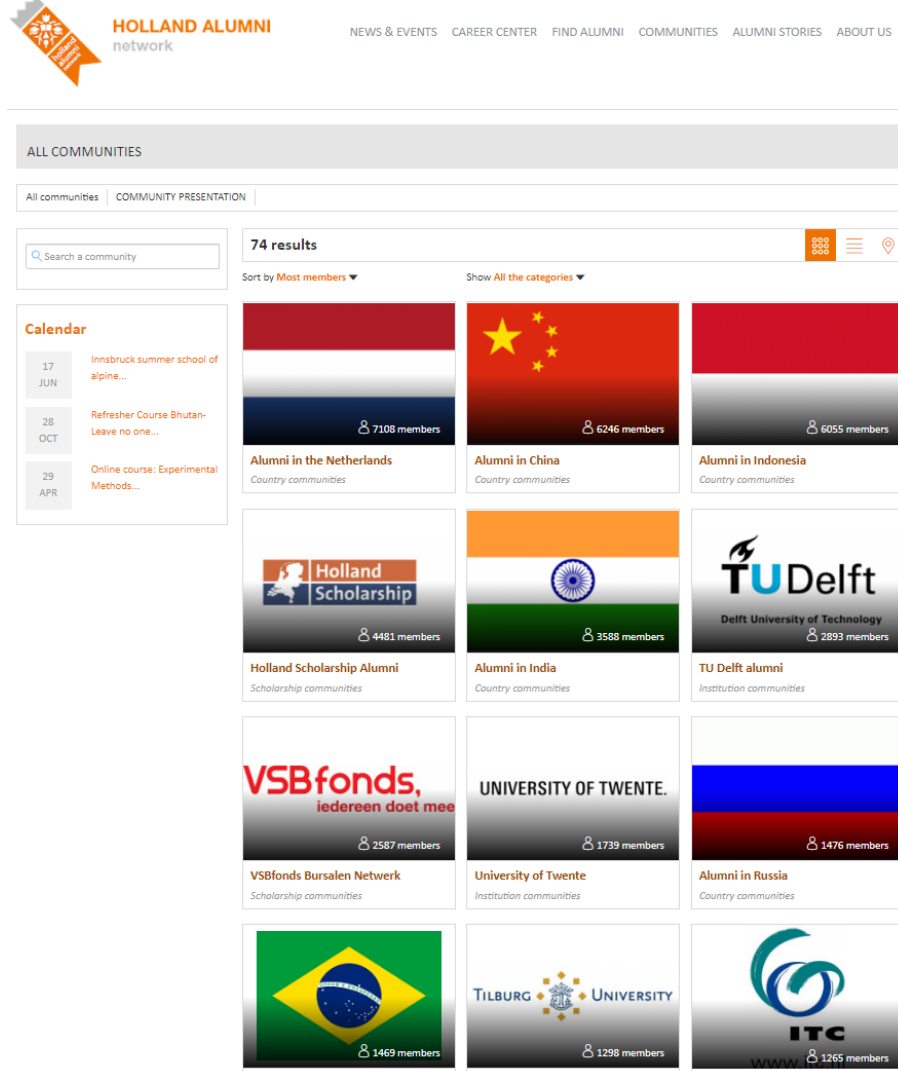
76
COMMUNITIES

Online communities

Communities based on:

- Country
- Theme
- Scholarship programme
- Other

Practitioner communities for Nuffic, HAA's/NAA's, embassy staff & DHEI alumni officers



The screenshot displays the 'HOLLAND ALUMNI network' website. At the top, navigation links include 'NEWS & EVENTS', 'CAREER CENTER', 'FIND ALUMNI', 'COMMUNITIES', 'ALUMNI STORIES', and 'ABOUT US'. The main section is titled 'ALL COMMUNITIES' and features a search bar with the placeholder 'Search a community'. Below the search bar, there are filters for 'All communities' and 'COMMUNITY PRESENTATION'. A '74 results' indicator is present, along with sorting options ('Sort by Most members') and category filters ('Show All the categories').

A 'Calendar' sidebar on the left lists events: '17 JUN Innsbruck summer school of alpine...', '28 OCT Refresher Course Bhutan-Leave no one...', and '29 APR Online course: Experimental Methods...'. The main content area displays a grid of community cards, each featuring a flag or logo, the community name, and the number of members.

Community Name	Members
Alumni in the Netherlands	7108 members
Alumni in China	6246 members
Alumni in Indonesia	6055 members
Holland Scholarship Alumni	4481 members
Alumni in India	3588 members
TU Delft alumni	2893 members
VSBfonds Bursalen Netwerk	2587 members
University of Twente	1739 members
Alumni in Russia	1476 members
Alumni in Brazil	1469 members
Tilburg University	1298 members
ITC	1265 members

Stakeholder involvement

- Access to GDPR proof database
- Content creation (new, events & media)
- Discussion platform
- Emailing facilities
- Recruitment

The screenshot shows the 'Alumni in Panama' community page on the 'HOLLAND ALUMNI network' platform. The header includes the logo and navigation links: NEWS & EVENTS, FIND ALUMNI, COMMUNITIES, CAREER CENTER, ALUMNI STORIES, and ABOUT US. The page features a large banner image of a city skyline with the community logo (a blue and red square with a white star) and the text 'Alumni in Panama'. Below the banner is a navigation bar with tabs: About, Wall, Articles, Calendar, Discussions, Media, Members, and Twitter. The main content area is titled 'Latest activity' and includes a 'Personalisation' button. It displays a post by 'Jorge Perén' with a profile picture and a 'Publish' button. Below the post is a section for 'Alumni in Panama' with a description: 'This community is the online place where Holland Alumni in Panama can connect, share and discover the alumni activities that take place in the region. Connect to your fellow alumni and expand your network.' The page also features a 'Presentation' section with a description of the community and a 'Calendar' section for November 2018.

HOLLAND ALUMNI network

NEWS & EVENTS FIND ALUMNI COMMUNITIES CAREER CENTER ALUMNI STORIES ABOUT US

Back Actions

Alumni in Panama

See details Share

You're a community manager

About Wall Articles Calendar Discussions Media Members Twitter Configuration

Latest activity Personalisation

What's new? Share your thoughts and information with the network ...

1500 characters left

JP Jorge Perén has joined the community

Alumni in Panama

This community is the online place where Holland Alumni in Panama can connect, share and discover the alumni activities that take place in the region. Connect to your fellow alumni and expand your network.

Like · Comment · 10/30/2018

AS Augusto Schlager has joined the community

Alumni in Panama

This community is the online place where Holland Alumni in Panama can connect, share and discover the alumni activities that take place in the region. Connect to your fellow alumni and expand your network.

27 Presentation

This community is the online place where Holland Alumni in Panama can connect, share and discover the alumni activities that take place in the region.

Connect to your fellow alumni and expand your network.

Share your knowledge and expertise with peers or Dutch business and spur your professional development.

Discover what kind of (career) events the network has to offer and how you can stay connected to the Netherlands.

Because you never really leave!
#HollandAlumniPAN

Calendar

November 2018

Mo	Tu	We	Th	Fr	Sa	Su
29	30	31	1	2	3	4

Talent retention in NL



Special regulations for international graduates in NL

Aim:

retain and attract international graduates

- [Orientation year](#)
- [Startup](#)
- [Highly-skilled migrant](#) (lower salary criteria after orientation year)



Make it in the Netherlands (2013 – 2016) – the basics

- Advisory report by the Social and Economic Council (SER) titled 'Make it in the Netherlands' in 2013
- Action programme lead by Nuffic '[Make it in the Netherlands](#)' from 2013 - 2016
- Multidisciplinary and multi-party approach

Make it in the Netherlands → Holland Alumni Programme 2016 - 2017

- Broader perspective on alumni opportunities
- Mutual benefits for alumni and Dutch economy worldwide



- Exchange knowledge and innovation
- Talent retention and development
- Public diplomacy and strengthening local knowledge
- Trade and economic opportunities

Current Nuffic activities on talent retention

- Online information via careerinholland.nl, hollandalumni.nl a.o.
- Content creation i.c.w. top sectors, government, institutions and business community
- Orientation year and Startup scheme promotion
- Pathfinder application online for internship and career regulations
- Mobstacles team
- [Holland Career Ambassadors](#) and [Holland Alumni network – Netherlands](#)
- Career and networking events
- Support DHEI's in career efforts and fairs
- Stayrate research



Nuffic – team alumni & career



Team A&C within Nuffic

Nuffic



Student mobility & talent retention higher education

Team Neso Facilitation & Coordination



Team Student Mobility

Team Alumni & Career

Team Alumni & Career

- Exists since January 2018
- Currently 10 staff members and 1 intern



Questions?

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More information on the Holland Alumni network:
www.hollandalumni.nl
alumni@nuffic.nl

