



Communicate, Engage, Inspire

Breakout: Impact of effective communications and visibility

Activity: In breakout groups, you will consider what effective communications and visibility could mean for the different stakeholder groups you want to engage in your association. Each group will consider the impact of communications for a different audience and the long-term impact.

Audience 1: Alumni

How could communications help members feel connected and identify opportunities to participate?

Discussion questions

- How has the association helped alumni professionally, academically, socially, or personally?
- What success stories demonstrate this impact?
- What evidence can show the impact made?

Audience 2: Associations

How could communications support participation, volunteering, and trust?

Discussion questions

- How has the association grown or strengthened and what are the reasons for this?
- What new partnerships, programmes, systems, or networks have been created?
- What lessons or achievements are worth sharing and why?

Audience 3: Stakeholders

How could communications make the association's purpose and contributions clearer?

Discussion questions

- Which stakeholders matter most (universities, employers, government, donors, communities, partners) and why?
- What value do they receive from the association?
- How can that be better communicated?

Long-term impact

What communication practices would you want future alumni association leaders to continue?

Discussion questions

- What lasting change does the association want to contribute to?
- How should, people, communities, or systems be different in 3-5 years because of the association's work?
- How can communications help drive that change?