

¿Por qué necesitamos embajadores? Y ¿Cómo crearlos?

*“People forget
what you said,
people forget
what you did,
but people
never forget
how you
made them
feel.”*

Maya Angelous

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“Internationalization is one of the major forces impacting and shaping higher education as it evolves to meet the challenges of the 21st century.”

Jane Knight

Higher Education in Turmoil: The Changing World of Internationalization, 2008 p.1



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Working Title of PhD Project:

Strategies to Advance Higher Education's
International Dimension:

On Engaging Alumni and Other External
Stakeholders Abroad

PhD Project

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1. ¿Cómo se puede preparar a los estudiantes para que sean embajadores comprometidos?

2. ¿Cómo pueden la universidades fortalecer el vínculo con sus alumni y movilizarlos para avanzar su estrategia de internacionalización?



Literatura:

2 factores destacan:

- ✓ orgullo de ser alumni
- ✓ capacidad del alumni en poder tener un impacto

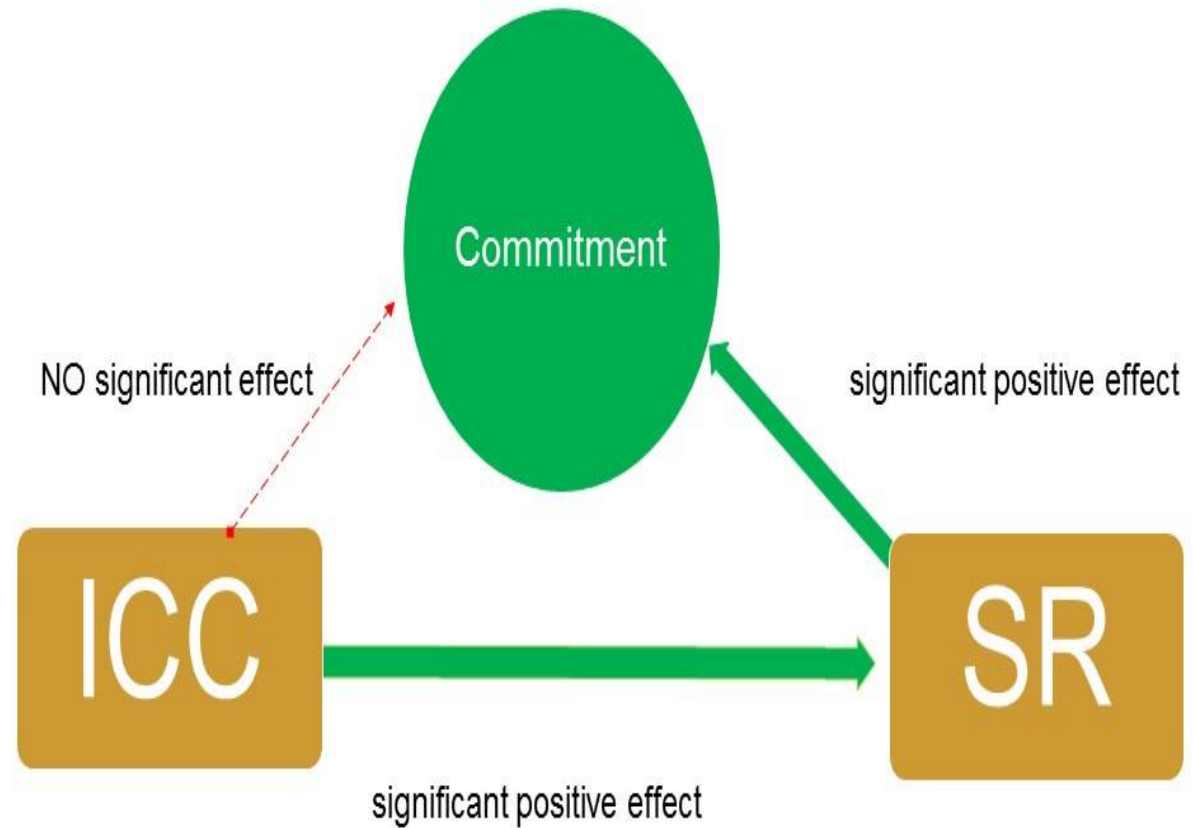


1. ¿Son las competencias interculturalidad y responsabilidad social indispensable para los futuros embajadores de nuestras universidades?

- ✓ Encuesta a 1500 alumni:
 - ✓ international
 - ✓ holandeses fuera del pais
 - ✓ 150 contestaron = 10%



Main Result



“People give to causes and organizations that have meaning for them personally. When they have a direct and continued involvement such as volunteering, they are far more likely to donate to the organization.”

Clotfelter, 2002

Alumni giving to elite private colleges and universities, (p. 109-120)



Artículos:

- Narrowing the field: Achieving engagement outcomes faster by targeting potential alumni leaders

By Jason Coolman, Currents, March 2013

- Student Philanthropy: The Foundation for Engagement as Lifelong Donors

Prepared by Andrea Paradise, CASE,
January 2015

Para más info visista: WWW.CASE.ORG

