

How The University of Zurich Cultivates Brand Ambassadors

The university's alumni association uses Hivebrite's alumni engagement platform to create value for members and encourage giving back

Challenges

- Better manage and support all associations and chapters
- Better understand the impact of each association and chapter's activities on the overall strategy

Solutions

- A fully branded community platform
- Communications Campaign Module
- Events Module
- Group Module

Benefits

- Greater visibility on the efforts and impact of all associations and chapters
- Extended global reach for all events and content

The University of Zurich is one of the leading research universities in Europe and offers the widest range of degree programs in Switzerland.

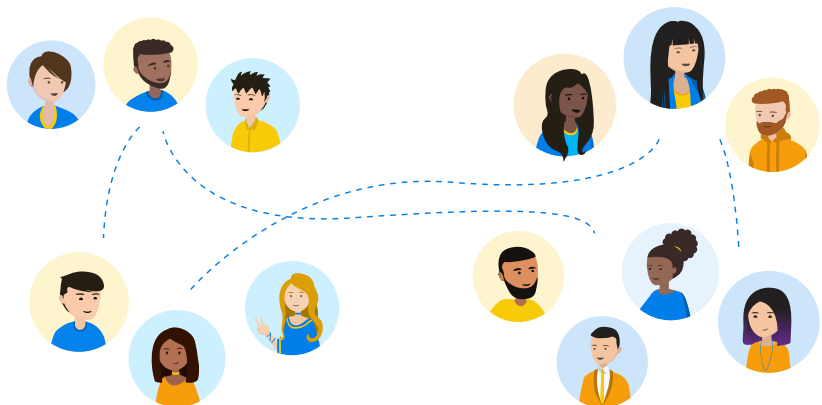
The university is committed to maintaining lasting and meaningful relationships with its graduates and supporters. Its alumni network, UZH Alumni, was created in 1883—50 years after the university's creation.

Breaking Down Silos

Many faculties, departments, and continuing education courses at the University of Zurich have their own alumni associations. UZH Alumni is the umbrella organization that supports all associations and chapters around the globe. To date, there are 25 associations and 27 chapters.

Previously, each association and chapter had its own website and little contact with the umbrella organization. This made the overall management challenging—each team was working in a silo and it was difficult to align individual associations and chapters with the overall mission of the alumni network.

UZH Alumni decided to restructure all associations and chapters' online spaces on one centralized platform. Frustrated by the limited features and dated feel of its alumni management software, UZH Alumni decided to switch to Hivebrite.



“ The Hivebrite platform is highly intuitive. It offers a sleek user interface with advanced features to support our different engagement strategies. Thanks to the group feature, we can unite all of our chapters and associations in one online space. This gives us greater visibility on the activities and impact of each chapter and association and means we can better support them.

Sarah Moser

Alumni Relations Manager, UZH Alumni

Supporting Targeted Engagement Strategies

Using Hivebrite’s group feature, each chapter and association can operate independently on the centralized platform. Group leaders can post news, organize events, share resources, create forum discussions, and more that are specific to their group.

Hivebrite’s centralized platform facilitates communication, knowledge sharing, and collaboration between different teams. UZH Alumni can share events and content from the different associations and chapters within the wider community to boost reach.

Cultivating Brand Ambassadors

UZH Alumni aims to cultivate a sense of pride and belonging amongst graduates by keeping them up to date with university news and progress, as well as the achievements of other graduates. members in less than one year.

“Graduates are our best brand ambassadors. They carry the reputation of our university out into the world, offering invaluable marketing and promotion across their personal and professional networks. It is essential that they remain engaged and informed,” said Sarah Moser.

With Hivebrite, UZH Alumni can centralize all communication to the entire alumni network. The team sends responsive and personalized email campaigns sharing news on university research, how funding has been invested, upcoming events, and more.

Hivebrite’s powerful built-in analytics suite enables the UZH Alumni team to easily identify what type of content generates the most engagement and which members are the most engaged.

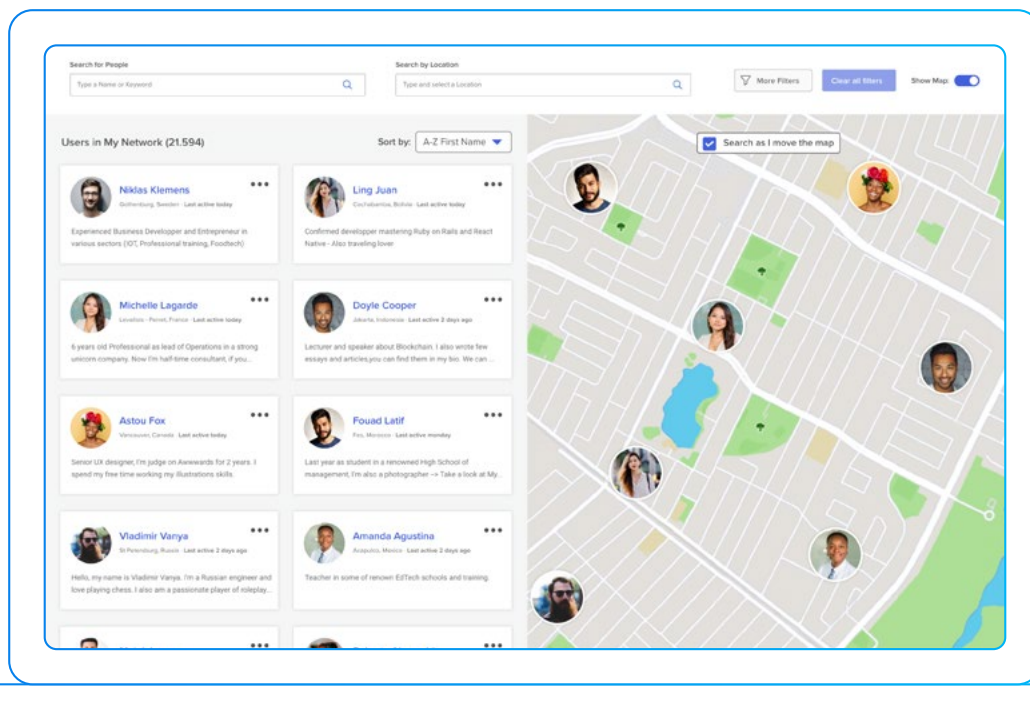


Supporting Lifelong Development

UZH Alumni supports the professional and personal development of its members. The alumni network shares content and resources and organizes events. It encourages networking between alumni so they can leverage the knowledge and experience of each other. By keeping members engaged, UZH Alumni facilitates a deeper connection with the university.

Hivebrite's interactive alumni map enables members to search for other alumni in their area and see who is located where on the map, making it simple for them to connect and reach out in a couple of clicks..

"Alumni play an essential role in the success of our institution. With Hivebrite, we can create an engaged and vibrant community that benefits everyone. The university can offer its help and support to members and we can encourage members to help each other and give back to the university," said Sarah Moser.



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About

Hivebrite is an all-in-one community management platform. It empowers organizations of all sizes and sectors to launch, manage and grow fully branded private communities.