



2010-2013 Strategic Plan



Bocconi Alumni Association

Mission Statement

Our mission is to be a positive force in society, capable of mobilizing the maximum energy of people who grow culturally and professionally within the Bocconi world.

The Bocconi Alumni Association aims to create a community of Alumni which, through projects, activities, study and exchanges, contributes to the development and enhancement of the University, its students and society in general.

Claim

Talents and Values in Motion

Major Goals

100

Innovation Ideas

To exist, mobilize and create, the Association aims to facilitate the development of concrete initiatives starting with the Alumni themselves. These ideas and experiments allow for the enrichment of the Association and all members of the community.

1,000

“Activists and Donors”

We have the goal of involving and giving space to a considerable number of Alumni who decide to contribute to the Bocconi Alumni Association donating their time, talents or even their economic resources, so that the community can better carry out its mission.

10,000

Members

Reaching this goal means almost quadrupling the number of current members and positioning the Bocconi Alumni Association among the largest Alumni communities in Europe. The ambition is international and focuses on segmentation and the focalization of activities.

**On-Campus
Alumni**

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**Continuous
Learning**

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**Off-Campus
Alumni &
Chapter Italia**

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**Career
Service**

Anna Simioni

Communication

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**Relations
with Institutions**

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SPORT Initiatives

Paolo Saccenti

**Foreign Chapters &
Fundraising**

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Off-Campus Alumni & Chapter Italia

make participation in the Association motivating and full of content, involving Alumni in the organization of meetings and useful and exciting relationships, leveraging the main areas of professional, cultural and sports interests.

- * Develop the network of relationships among Alumni, encouraging interest groups in geographic and professional areas, by class or other relevant sizes; involve “activists” in group development and management.
- * Promote “Innovation Ideas” to provide interesting content to meetings and enrich the Association’s activities.
- * Mobilize the Off-Campus Alumni community to transfer valuable experiences to On-Campus Alumni, important in orientation and placement.
- * Involve the Università Bocconi and SDA faculty in Alumni Association initiatives to facilitate continuous learning activities and cultural interest in general.
- * Consolidate and enhance the Chapter Italia network, offer coordination in development and communicate Bocconi initiatives in the various areas.
- * Plan Reunions by area and topic of interest.
- * Promote periodic meetings at a national level between Area Leaders and facilitate involvement with opinion leaders in local research and initiatives.
- * Organize Fundraising events.

On-Campus Alumni

cultivate Bocconi Alumni's value and sense of belonging to the community starting in their first years of study, through initiatives dedicated to those who attend Secondary Schools and degree programs and Specialty Schools at Bocconi.

Secondary Schools

- * Propose personal Alumni testimonials during GO – Open Days, both at Bocconi and in Italy and internationally. The aim is to attract the best and most talented students to Università Bocconi, both from Italy and abroad.

Undergraduate School (Bachelor)

- * Involve a wide range of Bocconi Alumni and faculty, who instill a spirit of belonging starting in the first year of the degree program.

- * Provide a map of Alumni around the world and their contact information to support internship searches and exchange programs promoted by the University.

- * Support exchanges between students and Alumni: create opportunities for them to work together on concrete projects to try out ideas.

Graduate School (Master of Science/Master)

- * Integrate lessons with Association presentations, which illustrate short- and long-term advantages.

- * Offer students proposals dedicated to curricular internships and Area Leader and *Antenne* contacts during international programs; support them in projects during their years of study, placing them in courses.

Continuous Learning

offer alumni periodic high quality training opportunities and opportunities for exchange on professional and current event topics of interest.

Continuous Learning activities will be organized within CLAS – the Continuous Learning Alumni School – and they will be structured on various levels:

Initiatives aimed at all Alumni:

- * CLAC - Continuous Learning Alumni Conference, an annual event which includes the Young Alumni Conference
- * Webinars, online seminars

Initiatives aimed at Alumni Clusters:

- * Professional clubs (CFO Club, Marketing Club, etc.)
- * Local Chapters, with initiatives to be planned ad hoc according to specific needs (e.g. Doing Business in..)

Possible integration with Bocconi education activities (University and SDA):

- * Invitation to meetings organized by already-existing Communities at SDA (Marketing Community, HR Community, etc.)
- * Knowledge sharing (free access to the Library, research, University and SDA know-how)
- * Sharing of exclusive and valuable services for Members (research, publications, courses with discounted fees)

Career Service

provide incentives and professional and personal development opportunities to Off-Campus and On-Campus Alumni with a high quality career service

On Campus Alumni

- * Create portal pages dedicated to all internship opportunity offers directly by and with Bocconi Alumni (in companies, Associations, institutions, professional firms).
- * CLAC Mentoring with Alumni Activist: in addition to the activities organized by Università Bocconi, participation in a blog on the topic of careers, followed by a day on 'What it Means to Work: Having a boss, co-workers, timelines and results', with subsequent 1-hour individual meetings (possibly by phone) to discuss a chosen topic.
- * Alumni participation in University activities (graduations, Master ceremonies, etc).

Off Campus Alumni

- * Portal offers for professionals and managers in companies/organizations sponsored by Alumni.
- * Offer of Mentoring thanks to the creation of a pool of potential senior mentors for Junior Alumni (the process of matching mentors with mentees to be defined).
- * Career Coaching: 1 meeting of 1 hour and a half to discuss professional opportunities and risks with Alumni manager and/or CEOs.
- * Training and selection of Career Coaches and Mentors.

Relations with Institutions

develop relationships between the Alumni community and the world of institutions and public administration in order to create placement opportunities and carry out a positive and proactive role in the transformation of managing the government, or the “cosa pubblica”

Short-term actions

- ✦ Communication activities, along with the Career Service, to highlight the potential and job opportunities for Alumni in Public Administration (Central or Local).
- ✦ Definition of a working plan to identify Alumni benefits deriving from a reinforced tie with Public Institutions (networks, internships, job offers, etc.).
- ✦ Create a trusted and cooperative relationship with close institutions (e.g. consulate, cultural institute, etc.) or farther institutions (e.g. other associations).
- ✦ Support Public Institutions to take advantage of possible participation in existing events (e.g. the Public Administration Forum) or to be created (e.g. training opportunities on Bersani, Calderoli, Brunetta Decrees).
- ✦ Identification of funding possibilities coming from Public Institutions for Bocconi Alumni.

Medium-term actions

- ✦ Study of successful international models in training public managers (e.g. France) and comparisons with the Bocconi world (study plans, relationships with the public, possible changes)

Foreign Chapters & Fundraising

develop the international dimension
of the Association and Bocconi, locally facilitating
initiatives of other Operational Plans

Census and Organization

- * Analysis of activities, mapping of current make-up and comparison with potential make-up of each foreign Chapter.
- * Definition and implementation of a new organization model.
- * Activation of a consistent system to link and communicate between the Center and Chapters
- * Evaluation of Best Practices among Foreign Chapter for Central developments.

Involvement of Chapters

- * Activation of local Chapters in Recruiting, Internship and Promotion initiatives. Integration of local calendars around the initiatives from the Central calendars.
- * Promote Bocconi representative contacts and visits in loco.

Benchmarking

- * Analysis and contacts with Alumni Associations at leading international university institutions.
- * Activation of continuous cooperative relations with the best Associations.

SPORT Initiatives

encourage and facilitate Alumni spending free time together
thus contributing to strengthening team spirit,
a feeling of belonging to the association and networking

Already existing events (sailing, golf, skiing)

- * Development of already existing events in light of the new Alumni association.
- * Involvement of all alumni interested in each individual activity, respecting particularities and technical details of the events created for predetermined kinds of Alumni.
- * Organization of racing and car initiatives: both spectator sports (e.g. Monza GP) and active sports (e.g. motorcycle driving safety).

Other sports initiatives and clubs

- * Census within the entire Campus of spontaneously created gathering centers.
- * Organization of new clubs which can combine all kinds of Alumni from various geographical areas.
- * Organization of new sporting events and the search for sponsors with related themes.

Recreational events and conferences on topics relating to sports

- * Within the University, organization of meetings with important people tied to the world of sports and the business related to it.
- * Communication of sporting events to those enrolled in the association and future members in collaboration with the head of the Association's culture and communication.

Communication

take advantage of the potential of communication tools
to create an online Alumni Community around the world

- * Reinforce and praise Alumni communication through various information channels online and on paper.
- * Take advantage of the strength of new channels (e.g. microblogging and personal stories).
- * Externally communicate the values of the Bocconi Alumni community, spreading the word where important topics on finance, management and economics are discussed. Lead in more institutional channels of communication (e.g. conferences, awards, publications, etc.) and communicate transparently.
- * Dynamically report the life of the community, important successes achieved by Bocconians in Italy and abroad, challenges for the University and SDA.
- * Make the website (www.alumnibocconi.it) a tool for Alumni to integrate, network and meet, featuring and focusing on the needs of On Campus and Off Campus Alumni.
- * Offer members advanced and innovative solutions regarding Career Services (with sections dedicated to job market analysis, head hunting, executive compensation, review of outstanding management articles, placement, manager profiles).
- * Careful coverage of all initiatives (pre- and post-event).