Design of a CERN Alumni programme
CERN Alumni Project objectives

• Develop an inclusive and cohesive alumni community strongly interacting with CERN, from which research at CERN may leverage increased support

• Offer the opportunity to the CERN Alumni community to stay connected and engaged with CERN

• Demonstrate to stakeholders the impact of CERN on careers, both in academia and industry, and further on, its impact on society
Comprehensive Alumni directories
A secure and curated environment
Access to alumni news, industry partners, exclusive job offers
Lectures
Conferences
Seminars
Mentoring
Training
Benefits
Facilitated access and visits
Online services
Email4Life
Facilities to engage
Outreach and education material for ambassadors
Alumni dedicated events
Alumni what’s in it for them?
CERN: What’s in it for the Lab and the Collaborations

Comprehensive Alumni directory

Extended relations to other alumni when searching for skills, candidates etc.

Comprehensive, up to date and reliable information on Alumni careers after CERN

Reaching out to industries, research institutes, educational establishments, governments etc.

Strengthen the reputation of CERN as an Organization with strong positive impact on society

Reaching out to Alumni ambassadors and other engaged members

Extended relations to other alumni when searching for skills, candidates etc.
Who are the CERN alumni?

- Eligibility criteria
  - Anyone who has had a contract with CERN (MPE or MPA, including users) and has left CERN

Who are our alumni?

- MPA (except USER) 48%
- MPE 39%
- USER 13%

Students

- Student 11%
- Non student 89%

Alumni segmentation

- C <3
- 3 < C < 6
- C > 6
Background for the project

- This project of the International Relations sector is owned by the Director-General
- Project proposal endorsed by the Enlarged Directorate on 6 June 2016
- The future alumni programme is mentioned in the June 2016 MTP document (cern/3246)
- Highly competent and committed project team set up in liaison with department heads
- Liaison with the collaborations in two ongoing projects (career event and survey of careers)
- Kick off meetings on 28/6 and 30/6
Project deliverables

1. **An effective governance** and **well defined processes** for administering and feeding the CERN Alumni programme, providing rich content and supporting the CERN strategy, with clear interfaces with other CERN processes to streamline effort and avoid duplication with other communication and outreach activities.

2. **A legally sound programme** and interaction with the CERN Alumni community and stakeholders, especially in terms of data privacy, security and usage.

3. **A state of the art web-based platform**, reflecting CERN’s commitment to excellence and values and supporting the interactions between CERN, the Alumni community and other stakeholders, while making optimum use of relevant social and professional networks.

4. **A comprehensive and reliable database** supporting all information collected from the Alumni community and from which comprehensive reports may be extracted to meet requests.

5. **A first CERN Alumni event** to launch the programme.
Three phases for a challenging project

Kick off meeting

ED decides on implementation

Software selected

Programme up and running

First Alumni Event

Phase 1 – Requirements & design

Phase 2 – Implementation

Phase 3 – Introduction

Collection of Alumni contact information

- Now concentrating on:
  - Comprehensive description of the design of the CERN Alumni programme by the project team
  - Technical specifications of front office and back office software
  - On time for submission to Enlarged Directorate for 30/9
  - Collecting alumni contact data from various sources
Key milestones

- Proposed design submitted to ED: 30/09/2016
- Design endorsed by ED: 05/10/2016
- Software selected: 28/11/2016
- Announcement & presentation to CERN Council: 16/3/2017
- CERN Alumni Programme started: 5/6/2017
- First Alumni event: January 2018
- CERN Alumni Programme started: 06/09/2016
- Today: 30/09/2016
Thank you for your attention!

Questions and

are welcome!
SPARE SLIDES
## Project team

**Project owner, F. Gianotti**

**Project managing Director, C. Warakaulle**

<table>
<thead>
<tr>
<th>Role and Responsibilities</th>
<th>Team Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project manager</td>
<td>L. Esteveny, IR-SPE</td>
</tr>
<tr>
<td>Project and programme administrator, relations with alumnae</td>
<td>R. Bray, IR-SPE/A. Ricci, EP</td>
</tr>
<tr>
<td>Web platform architecture, systems interfaces, data security and protection, availability, estimate of costs and maintenance etc.</td>
<td>A. Wagner, IT-CDA/B. Silva de Sousa, IT-CDA</td>
</tr>
<tr>
<td>HR process, recruitment, talent management, learning &amp; development, EU etc.</td>
<td>C. Granier HR-TA, A. Cook HR-TA</td>
</tr>
<tr>
<td>Relations with industry, skills and talent</td>
<td>M. Bernardini EN-ACE, F. Formenti TE-HDO</td>
</tr>
<tr>
<td>Link with corporate databases, system interfaces, estimate of costs and maintenance etc.</td>
<td>G. Chierico FAP-AIS / J. Lopez FAP-AIS</td>
</tr>
<tr>
<td>Communication, outreach, link with experiments, experience with previous scheme</td>
<td>A. Del Rosso IR-ECO-EN / L. Esteveny IR-SPE</td>
</tr>
<tr>
<td>Link with industry and knowledge transfer</td>
<td>A. Rassat IPT-KT / M. Cirilli IPT/KT</td>
</tr>
<tr>
<td>Collaborations requirements – Link with their career event</td>
<td>P. Giacomelli EP-UCM / C. Rembser</td>
</tr>
<tr>
<td>Legal aspects – Protection of CERN on legal risks</td>
<td>K. Baxter / J. Drakeford</td>
</tr>
</tbody>
</table>
Some terms clarified

Alumni
A group of people who have graduated from a school or university. Alumni is usually used to refer to a group of graduates of either one or both genders, while 'alumnus' traditionally refers to a single male graduate, with the feminine term being 'alumna'. The plural is alumnae.

CERN Alumni community
The community of persons having contributed to CERN activities and projects for an integrated period, yet to be defined, and who will be invited to continue interacting with CERN, with other network members and stakeholders, both receiving information and contents and providing input.

CERN Alumni stakeholders
All parties, beyond the Alumni community members themselves who have an interest in maintaining relations with the alumni network. Such parties may be recruitment professionals, industry, donors to the CERN & Society Foundation, industrial liaison officers, peer international organizations etc.

CERN Alumni programme
A sub-programme of the “Outreach, corporate communication and scientific exchanges (students and associates)” outlined in the Medium Term Plan for the period 2016-2020. The CERN Alumni project will set up this programme, which, when operational, will have dedicated objectives and resources described in the MTP.

CERN Alumni offer
The part of the Alumni programme, seen from the perspective of the Alumni community, which include what the programme offers i.e. the incentives to maintain an active link with CERN (e.g. events, publication of jobs, directory etc.).

Alumni platform
Integrated set of tools, including a web portal, made available to the CERN Alumni community to interact with CERN and other network members and stakeholders. It also includes the back office tools required to administer the Alumni programme.
In which type of organization do you work at the moment?

- Industry: 36%
- University: 22%
- Research Institute: 15%
- Government / International Organisation: 22%
- Other: 5%

What was your last status as member of the personnel?

- Doctoral student: 17%
- Administrative student: 17%
- Associate: 9%
- Fellow: 15%
- Other: 14%
- Staff: 7%
- Technical student: 9%
- User: 2%

2013 survey
5000 questionnaires sent
1000 answers

Join Alumni?

- Yes: 57%
- No: 858%

Presentation to ACCU
Several sources of contact data

- CERN HR DB
- INSPIRE
- OpenLab alumni DB
- CERN BE LinkedIn group
- CSC alumni DB
- CERN GR LinkedIn group
- CERN SF LinkedIn group
- DE DOCT student alumni
- Alumni info page
- Institutes
  - Collab. Data
  - CERN LinkedIn group
  - CERN BE LinkedIn group
  - CERN GR LinkedIn group
  - CERN SF LinkedIn group
  - Alumni info page