

ALUMNI AMBASSADOR HANDBOOK

ISM THE INTERNATIONAL
SCHOOL OF MANAGEMENT

PARIS • NEW YORK • SHANGHAI • NEW DELHI • SÃO PAULO • CAPE TOWN

INTRODUCTION

ISM is built on a strong tradition of academic excellence and international involvement. Alumni ambassadors can give back to the school and share their ISM pride and loyalty by encouraging business leaders and talented students from their community to apply to and attend ISM.

As an Alumni Student Ambassador, you provide the one-on-one interaction, personal attention, and encouragement that can make the difference between a student in your community choosing ISM or another school. Providing your perspective as an ISM alumnus is the most important part of the program.

Goals

- To increase the number of highly competitive and qualified applicants considering ISM
- To increase the percentage of admitted students who enroll
- To provide a local information source for inquiring students, applicants, admitted and enrolled students, and their families
- To provide regional assistance to the ISM admissions staff
- To support the success of enrolled students

STRATEGIES

Social Media

LinkedIn

- Follow ISM's [LinkedIn page](#)
- Feature ISM in your "education" section. Include a link to ISM website and brochure.
- Post information about your activity in ISM programs in your profile. For example, if you audit a course.
- Regularly engage with ISM's profile and groups, by joining the discussion, liking, and reposting.

Facebook

- Feature ISM in your "education" section.
- Regularly comment, like, and share information from [ISM's Facebook page](#)

Twitter

- Follow ISM at [@ismedu](#)
- Post about things going on at ISM -- make sure to include [@ismedu](#)
- Re-tweet items from [@ismedu](#)

Instagram

- Follow ISM at [@ismparis](#)
- Tag [@ismparis](#) in any relevant pictures- especially if you are with other students/alumni, traveling to an ISM location, or anything related to a professional accomplishment
- Comment and like photos on [@ismparis](#)



ISM Blog

- Write a guest blog entry to discuss how your career has been impacted by your ISM degree

Mentor a New Student

As of October 2017, all new students will be offered a mentor. Mentorships include regular communication and support throughout the duration of the program and bi-annual reporting to the ISM Academic Department. This is a valuable opportunity to develop skills, strengthen relationships, and have a real impact on an ISM student.

Host Information Session

Host a mini-information session! ISM staff will work with you to help recruit attendees and will cover the cost of the event. Please note that the event should be pre-approved and organized with the help of ISM staff.

Build Partnerships

- Develop relationships with HR directors of relevant companies, who may be interested in sponsoring their employees
- Meet with business schools, which may be looking for schools to refer their alumni to. Offer to give a presentation in the classrooms.

Contact for Applicants

The Admissions Team provides alumni names/email addresses to applicants so they can have one-on-one contact during the application process. We've found that the applicants appreciate the opportunity to discuss directly with alumni and that it has a significant impact on the process. Our suggestion is to prepare a template which provides general feedback and observations about your experience. When an applicant writes to you, you can save time by responding with that template and customizing it based on the specific questions or comments from the applicant.

If you have any feedback or insight on a specific applicant, please contact the Admissions Team. Our goal is to ensure that all of the applicant's needs are being properly met in the process. Additionally, if they are asking questions that you are unsure about, you should always refer them back to the Admissions Team or contact us yourself.

If you make good contact with an applicant, please inform the Admissions Team. In those cases, we may solicit a second round of communication from you. If the applicant is accepted, we will alert you so you can follow up with a congratulations email. It helps to welcome them and let them know you are available if they have any questions at that important stage in the decision-making process.

Student Referrals

We have found that some of our best students come to ISM as referrals, so we welcome you to share your experience at ISM and facilitate an email introduction between your referral and the Admissions Team. We will keep in contact with you during the process and expect that you would act as a mentor through the application and interview process.

How do you locate referrals?



- Communicate with your own personal and professional networks.
- Communicate with the HR department of your company, or other companies that you are familiar with, to see if they might be interested in sponsoring some of their employees for ISM's programs.
- Participate in local social media outlets and message forums. Find local sources to list ISM's programs online. Always request approval from ISM's Marketing Team and respect ISM's branding guidelines.

REWARDS

Being an Alumni Student Ambassador not only provides a way for you to stay involved with the ISM community but also provides an avenue for the future business leaders of your home community to join ISM. In addition to the satisfaction of providing a valuable service, you may also be invited to attend ISM events in Paris and New York. You may also request to receive a package of official ISM materials to share and/or business cards of your own.

CONTACT DETAILS

Office Coordinator: info@ism.edu

Email info@ism.edu for admissions related items, ISM materials or business cards, and information about the mentorship program and auditing courses.

Alison Knight, Executive Director: alison.knight@ism.edu

Oversees the Alumni Ambassador program, available to discuss new ideas or for feedback on the program.

